AUGUST 1, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

TOP

Nielsen Circulation in Baltimore City and County!

W-I-T-H's weekly audience in the highly concentrated City and County of Baltimore is 230,530 families—more than any other station in town!

When you combine this big audience with W-I-T-H's low, low rates, you get the lowest cost-per-thousand of any advertising medium in Baltimore. Let your Forjoe man give you the whole story!

IN BALTIMORE THE BIG BUY IS

WITH

Tom Tinsley, President R. C. Embry, Vice-President

Represented by Forjoe & Co.

The South's FIRST TV Station
is Richmond's ONLY TV Station!

MAXIMUM
POWER
100,000 WATTS

MAXIMUM
HEIGHT
1049 FEET

CHANNEL 6
RICHMOND, VA.

INTER-
CONNECTI
WITH AB
AND CBS

From Richmond, Virginia's capital city, **WTVR, "the wide area station",** provides coverage in 70 surrounding counties—including a 100 microvolt or better certified measured signal in Norfolk, Virginia. Serving over 493,000 set owners, WTVR offers a combination of Power-Packed Coverage, Fabulous Ratings (average nighttime ratings 63.9), and Local Program Know-How that spells R-E-S-U-L-T-S. Over 200 regular weekly sponsors use this WTVR success formula. Enough said?

WMBG AM WCOD FM WTVR TV

First Station of Virginia

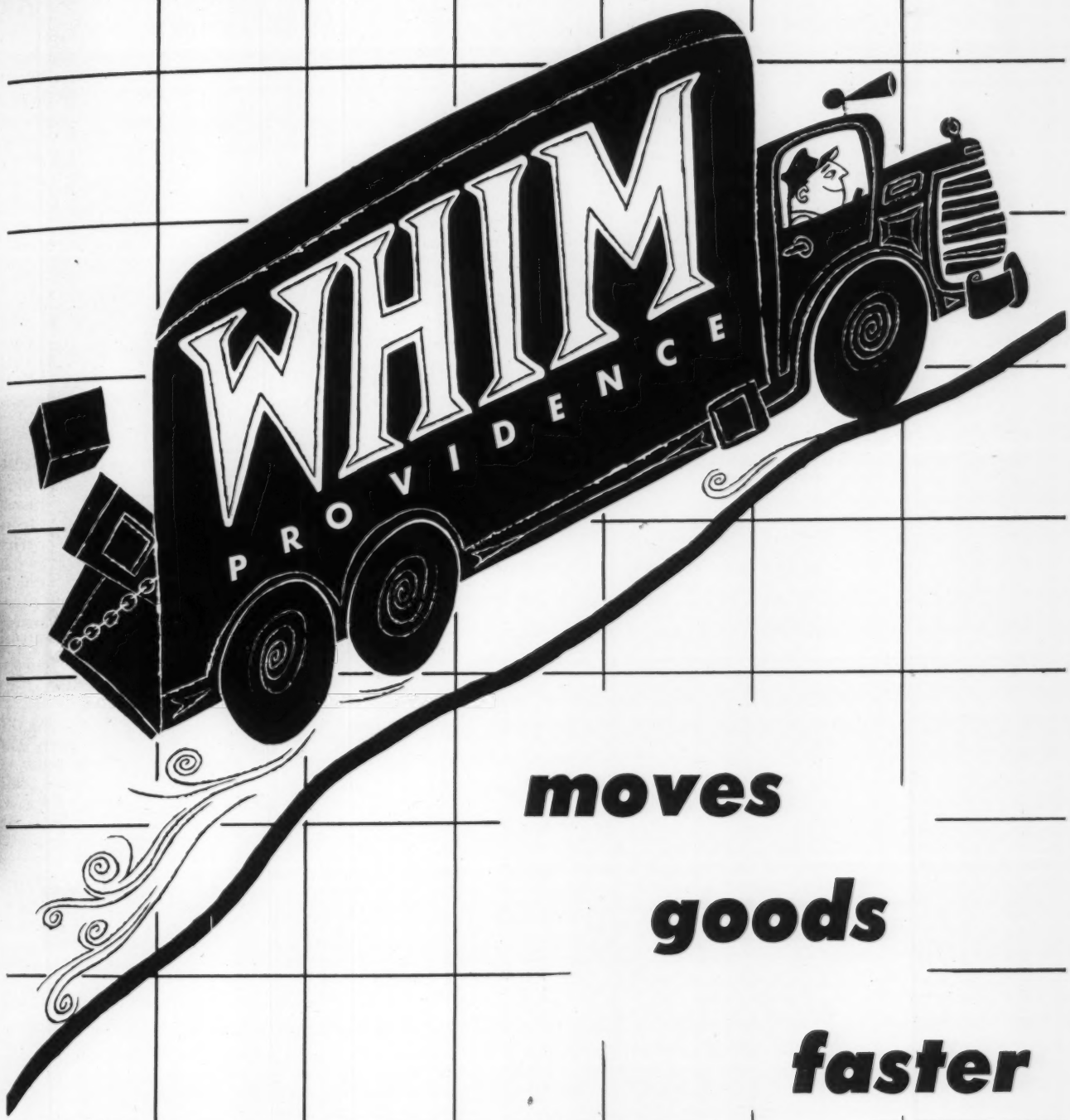
A Service of **HAVENS & MARTIN, INC.**

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO

WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC

TER-
EC
AB
CB

INTER-
NNECTI
ITH AB
ND CBS



moves

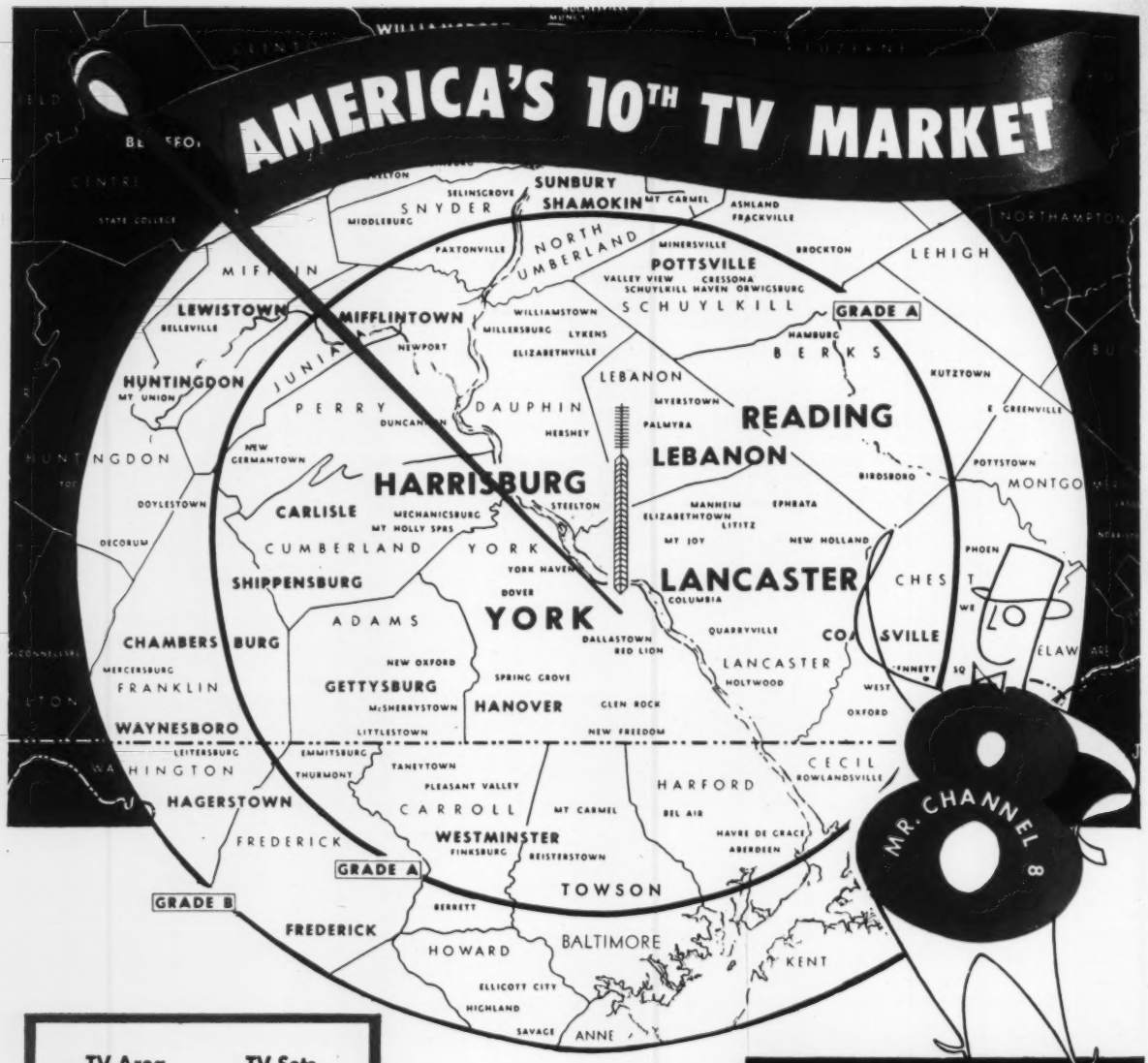
goods

faster

Personalized service by **BOB ENGLES, GEORGE TAYLOR**

OR ANY **HEADLEY-REED** Kettell-Carter, Boston REPRESENTATIVE

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



	TV Area	TV Sets
1	New York	4,730,000
2	Chicago	2,255,000
3	Los Angeles	2,107,168
4	Philadelphia	2,094,852
5	Detroit	1,553,200
6	Boston	1,308,362
7	Cleveland	1,195,000
8	Pittsburgh	1,134,110
9	San Francisco	1,096,590
10	LANCASTER	912,950
11	St. Louis	785,162
12	Milwaukee	774,803
13	Washington, D.C.	741,000
14	Cincinnati	724,140
15	Indianapolis	663,000

316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Chicago Los Angeles San Francisco

Channel 8 Mighty Market Place

Harrisburg, Lebanon, Hanover, Gettysburg, Chambersburg, Waynesboro, Frederick, Westminster, Carlisle, Sunbury, Martinsburg, York, Reading, Pottsville, Hazleton, Shamokin, Mount Carmel, Bloomsburg, Lewisburg, Lewistown, Lock Haven, Hagerstown

closed circuit®

CARBON COPIES DUE • Look for imitations of *The $64,000 Question*, sponsored by Revlon on CBS-TV, to hit air soon. Smash success of *Question* has sent several advertisers, including one of tv's biggest spenders, scurrying in search of similar shows.

B•T

MEANWHILE, Tuesday 10:30-11 p.m. period—following The $64,000 Question *on CBS-TV—is one of most sought-after in tv. Aluminum Co. of America has option on period for possible placement of* My Favorite Husband *(see story page 33). If Alcoa lets time go, CBS-TV has other sponsors waiting in line.*

B•T

MINUTE AFTER MIDNIGHT • Strike of 10,000 members of Screen Actors Guild throughout U. S. against producers of tv entertainment films will begin 12:01 a.m. Friday, Aug. 5. It will be announced publicly by SAG officials Tuesday. Production of film commercials not involved. Producers will stand firm against any extra payment to actors on first re-runs, particularly in view of new demands by other labor groups for cut of tv melon.

B•T

VITAPIX, station-owned film program-sales group, may seek to expand number of station stockholders. One reason: Deal with national advertiser recently fell through because Vitapix could deliver only 59 stations.

B•T

GRAVY TRAIN DERAILED • Sad story current among tv writers is that film packaging of both network and independent shows has put quick end to insertion of free commercial plugs in script material, for which some writers for years have been getting silent side money or gifts. Potential re-run of films for various sponsors has forced producers to be extra cautious about identifying products in shows.

B•T

FLORIDA Citrus Commission, Lakeland, Fla., through Benton & Bowles, New York, placing television spot announcement campaign using daytime minutes and nighttime station identifications in 65 markets for 52 weeks, effective Sept. 18. Radio budget may go into network or spot, but plans are still undecided.

B•T

NO RIDERS • Futile eleventh hour efforts were made last week to attach as rider to bill to amend 309 (c) of Communications Act (to give FCC discretion in setting hearings on economic protests) provision to prevent FCC from discriminating against newspapers in station ownership. Bill to this end (S 2321) was introduced month ago by Sens. Hayden (D-Ariz.) and Capehart (R-Ind.) [B•T, June 27].

B•T

PROPONENTS of anti-newspaper discrimination amendment, it's understood, sought to attach Hayden-Capehart bill as rider when it appeared that 309 (c) might zip through Senate as it had in House. Newspaper interests, it was reported, urged this action but it was knocked down on ground that issue was "controversial," that Senate membership had not been adequately indoctrinated and hence it might kill 309 (c) amendment in adjournment crush. Whether strategy would work was still problematic late Friday. Senate had not acted at press time (see story page 78).

B•T

OKLAHOMA WANTS BIG TEN • Oklahoma Oil Co., fast-stepping tv advertiser in Chicago area market, is reportedly interested in sponsoring Big Ten NCAA football telecasts this fall, once CBS-TV irons out sponsor alignment involving eastern teams. Network is handling deal directly. (Big Ten filmed highlights are being syndicated this year through Sportsvision Inc.) Heavy on baseball radio-tv this season, Oklahoma wants to extend sports coverage and to go into feature film field. Firm already has signed for 1955 Notre Dame Irish Football Network broadcasts on WCFL Chicago.

B•T

EXTENT to which radio is expanding in contrast to tv indicated in last week's FCC actions (final session prior to August recess). Box score shows there were 19 new am's granted (mainly in secondary markets); 12 given modified and improved facilities; four new station applications set for hearing and three designated for hearing on modifications. There were two fm commercial grants; two non-commercial fm grants. In tv, there were four transfers, one hearing order and one shift in channel assignment after rule-making.

B•T

BISHOP'S HEAVY BUYING • Hazel Bishop Inc., New York, will sponsor half of Monday, Wednesday, Friday quarter-hour segments of both *Brighter Day* and *Second Mrs. Burton* on CBS Radio effective early in August. This radio splurge is in addition to Wendy Warren buy, across board, on CBS Radio. Cosmetic firm is also considering using largest television spot campaign in its history, with heavy saturation, next fall. Raymond Spector Inc., New York, is agency.

B•T

ORGANIZED effort to convince FCC that answer to television allocations problem lies in use of directional antennas and cutting down of separations and powers, in lieu of selective de-intermixture, is being talked up in Washington. Number of members of Senate Interstate Commerce Committee have been lectured on this approach, described essentially as "single market coverage."

B•T

JOB OPEN • With resignation of Sidney Davis as majority counsel of Senate Commerce Committee's tv investigation, all sorts of speculation developed as Congressional session was about to wind up. Name of former FCC Comr. Frieda B. Hennock cropped up as possible "consultant" to committee rather than as successor to Davis. Others mentioned, with or without endorsement, were Benedict P. Cottone, former FCC general counsel and Joseph M. Kittner, who Aug. 1 becomes assistant chief of FCC's Safety & Special Services Bureau after having served in same position for several years in Broadcast Bureau. Chairman Magnuson has indicated appointment will be made prior to start of hearings next January.

B•T

HILLS BROS. CO. (Dromedary cake mixes), New York, adding 30 television markets to its present spot list, and in addition will sponsor Wednesday night portion of Amos 'n' Andy *on CBS Radio. Tv spot campaign starts early in August and runs through end of year. Radio sponsorship begins Aug. 17. Agency is Ted Bates Inc., New York.*

B•T

COLOR PACKAGE • WREC-TV Memphis (ch. 3) has contracted with RCA for complete transmitter-antenna-color package (Ideco tower) running about $500,000. Station, with target date of Dec. 4, will be CBS affiliated and represented nationally by Katz. Network one-hour class A rate will be in neighborhood of $900.

B•T

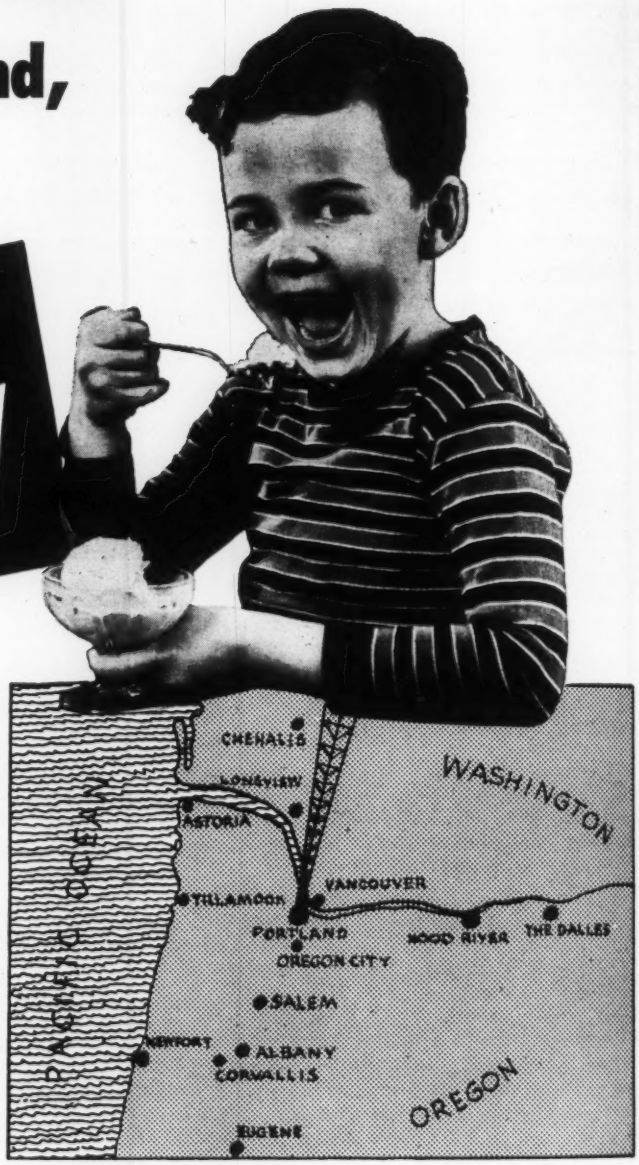
WHEN FCC Chief Accountant William J. Norfleet retires in September after 19 years in post, word going around corridors is that Commission will abolish Office of Chief Accountant. Other members of that staff will be parceled out to various bureaus, according to scuttlebutt.

B•T

DEAN'S LIST • With appointment of four-man top "committee" to conduct its study of networks (see story page 76) FCC is now looking for outside attorney to head up investigatory staff. With only $80,000 appropriated for study, Commission is looking for someone of stature to handle short-term assignment—probably dean of major law school, preferably one with some communications and administrative law background.

You SCOOP the whole 30-county Portland, Oregon Market

with **KOIN-TV**



Biggest Coverage
Highest Ratings

Pick the biggest helping and the favorite dish when you want to tempt the viewers of Oregon and Southern Washington.

Only KOIN-TV's maximum power gives you the full 30-county, billion-and-a-half dollar Portland Market.

Only KOIN-TV guarantees absolute leadership in ratings. Check this latest June 1955 ARB for Portland:

Top Shows: KOIN-TV has 13 of the top 16 weekly shows and 8 of the top 10 multi-weekly shows.

Top Averages: KOIN-TV leads every morning, afternoon, evening . . . every day of the week.

Top Audience: KOIN-TV dominates in total audience for the week—63% more audience than station B—115% more than Station C.

To sell the Portland, Oregon Market pick Six—pick KOIN-TV.

THE **BIG**
MR. SIX
IN THE WEST

KOIN-TV PORTLAND, ORE. CHANNEL 6

Represented Nationally by CBS Television Spot Sales

at deadline

HARRY STONE, pioneer Nashville radio broadcaster who later was with Texas and Ari- ... director of television ... was Nash- ...

Tv Film Producers Plan To Meet Strike by Guild

PRODUCERS of entertainment films Friday stepped up plans to meet nationwide strike of Screen Actors Guild this week as flood of ballots at SAG headquarters in Hollywood indicated overwhelming vote for walkout. Also facing producers is demand of new labor groups for cut of gross receipts from tv packages.

SAG spokesman said Friday 5,000 ballots showed 98% favored strike against producers. Ballot deadline was last night (Sun.). Strike would not affect production of tv film commercials or theatrical, industrial or education films.

Issue is principle of more money for actors out of first tv re-runs. Actors now get 100% of re-run payments for second through fifth re-runs but producers argue their whole operation is based on first re-run profit. Negotiations underway for weeks between SAG and Alliance of Tv Film Producers and Assn. of Motion Picture Producers. Current pact expired July 20.

Producers being badgered for 5% of gross by Teamsters Local 399 and Laborers Local 724, latter affiliated with International Hod Carriers. Similar move made earlier by IATSE Cameramen's Local 659, it's understood.

Major tv film producers are active in filming fall programs. Some have substantial backlogs on shelf and could hold out year or more but others would be hit within weeks. Tv network sources show little concern over SAG strike.

NBC Plans Expansion Of World News Coverage

PLANS for expansion of worldwide news coverage of NBC News were announced Friday by Davidson Taylor, NBC vice president in charge of public affairs. Plan was actually launched by Mr. Taylor when he met with network's European news staff in Lausanne, Switzerland, July 24-25 at conclusion of Geneva conference.

In attendance at session were: Romney Wheeler, Edwin Newman and Guy Blanchard of London bureau; Robert McCormick, scheduled to move to Washington from Bonn today (Monday); Gerhardt Stindt, Berlin; Frank Bourgholtzer, due to replace Mr. McCormick in Bonn; Leif Eid and Paul Archicard, Paris, and Merrill Mueller and Robert Hecox, Rome.

Plan will center on search for new and more interesting material for network's regular news shows. William R. McAndrew, NBC director of news, told commentators foreign news staffers will be busier than ever before, gathering not only spot news but "new types of material" stressing feature angles for American listeners and viewers.

Avis Plans Radio Spots

AVIS-Rent-a-Car, newest competitor to long-established Hertz-Rent-a-Car firm, is turning to radio spot announcement campaign starting on varied dates in August. Entire schedule will run in about 15 markets, mostly major cities where firm has opened quarters. N. W. Ayer & Son, New York, is agency placing 13-week announcements.

CROSLEY PLANS

CROSLEY Radio & Tv Receivers, Cincinnati, has appointed Compton Adv., New York, to handle its advertising effective immediately, according to W. A. MacDonough, director of advertising and sales promotion for Crosley and Bendix Home Appliance Division of Avco Mfg. Co. Mr. MacDonough said new agency would prepare comprehensive program aimed at mass consumer advertising approach for new Crosley radio-tv line which will be introduced shortly. He also indicated campaign would be broadest for radio-tv line. Earle Ludgin, Chicago, will continue to handle Crosley appliances and Bendix laundry. Compton appointment is said to involve in neighborhood of $2.5 million in billings.

Sweeney Blames Radio Ills On 'Nickel Limit' Promotion

RADIO'S growth has been blocked largely because of "the penny ante, nickel limit, 'Cheap John' attitude toward selling and sales promotion costs."

This indictment was made by Kevin Sweeney, president of RAB, in speech before group of Southern California broadcasters in Los Angeles. He urged stations to abandon this "suicidal" attitude, and outlined following five-point plan to increase sales:

"Add more salesmen to properly cover your prospects; do some consistent promotion—at least weekly direct mail to your prospects; equip your sales staff with a comprehensive presentation on the station they have to sell; send your salesmen out knowledgeable about the advertising problems of the principal retail businesses; support financially the industry's joint selling efforts like RAB and regional associations."

New Richmond Station

WLLY Richmond, Va., to start program tests tomorrow following FCC authorization Friday. Station will operate on 1320 kc daytime with 1 kw power. Louis Adelman, formerly operations chief of American Forces Network in Europe and Africa, is president, treasurer and majority stockholder. Assistant manager in charge of sales is Dee Deering.

GAG'S NO JOKE

BRITISH gag-rule which prohibits discussions on radio-tv of matters to be discussed in Parliament within two weeks was made official by government last week. It had been in effect on BBC since 1948 by agreement of Conservative and Labor parties. Rule, which also prevents Members of Parliament from speaking on radio-tv on matters pending before legislative body, will be in effect on commercial tv facilities scheduled to start in September.

• BUSINESS BRIEFLY

TELECHRON'S 'TODAY' • Telechron Inc. (electric clocks), Ashland, Mass., will sponsor portion of *Today* on NBC-TV, starting Sept. 7. N. W. Ayer & Son, New York, is agency.

TWO BUY GODFREY • Two advertisers, American Home Foods (Chef Boy-Ar-Dee) and Hartz Mountain pet food, will sponsor portions of Arthur Godfrey morning show on CBS. American Home Foods picks up five weekly quarter-hour segments of simulcast portion that Toni Co. drops Aug. 30 while Hartz Mountain food takes over radio segment of show. Agency for latter advertiser is George Heartman, Chicago. Young & Rubicam, New York, services AHF.

WHITMAN ON TV • Whitman Candies, Philadelphia, buying nighttime Class A station identifications effective Sept. 26 in 46 tv markets for 13 weeks. N. W. Ayer & Son, New York, is agency.

HEALING SERIES RENEWED • Dr. Thomas Wyatt, Portland, Ore., has renewed *Wings of Healing* over ABC Radio (Sun., 2:30-3 p.m. EDT), starting Aug. 21. Agency: Century Adv., Portland.

WILLARD TAKES THREE • Willard Storage Battery Co., Cleveland, has signed for three participations weekly on Mutual's "Multi-Message" programs (Mon.-Fri., 8-8:30 EDT), starting Aug. 29. Agency: Meldrum & Fewsmith, Cleveland.

SPORTS PURCHASE • General Cigar Co., N. Y., has bought one-quarter of coverage of 58 fall and winter sports events to be played at Madison Square Garden and telecast by WPIX (TV) New York, starting Oct. 29. Agency: Young & Rubicam, N. Y.

FAIR PROMOTES • In first substantial broadcast effort, Morris County (N. J.) Fair has bought two-week schedule of one-minute participations in WRCA New York programs, starting Aug. 7 and ending Aug. 20. Commercials to promote fair, to be held Aug. 15-20.

GM Plans More 'World'

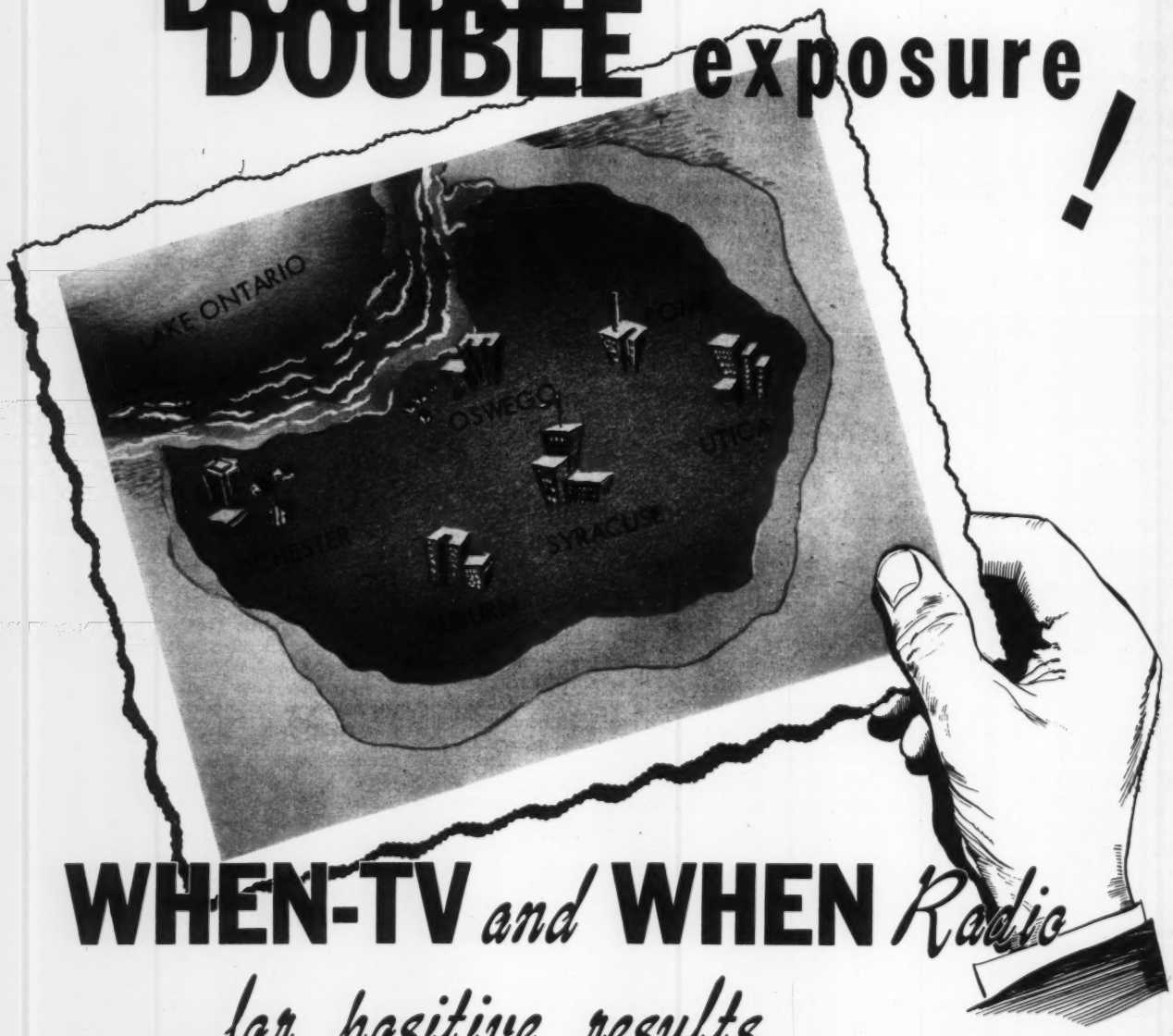
GENERAL MOTORS Corp., Detroit, which already has signed for one-third sponsorship of NBC-TV's *Wide, Wide World* (alternate Sun., 4-5:30 p.m. NYT), starting in fall, reported to have taken option for remaining two-thirds of program. Advertising will be on behalf of two GM divisions, still undetermined.

New Agency in Los Angeles

FORMATION of Goodman-Anderson Adv. Agency, Los Angeles, announced Friday by Mort Goodman, former head of his own agency, and Robert Anderson, previously account executive with Stodel Agency. New firm is located in present Goodman headquarters, 614 S. San Vicente Blvd., Los Angeles. Among radio-tv accounts will be Nic-L-Silver Battery Co., major West Coast tv advertiser which switches from Stodel Agency Sept. 1. Hollywood Tv Service, Republic Pictures subsidiary, is another Goodman-Anderson account.

We're proud of this

DOUBLE DOUBLE exposure!



WHEN-TV and WHEN Radio

...for positive results

America's greatest test market, with more than $850,000,000 in food and drug sales...greater than 35 individual states! Candidly, we can't claim all the credit for developing this sales picture, but the most respected "buy-line" in Upstate New York is WHEN-TV and WHEN RADIO!

W·H·E·N CHANNEL 8 TV CBS·ABC·DUMONT

and

620 ON THE DIAL W·H·E·N ABC RADIO SYRACUSE, N.Y.

Meredith Stations

REPRESENTED NATIONALLY BY KATZ AGENCY

at deadline

FCC Action Now Awaited In Rochester Ch. 10 Case

BIG question circulating among broadcast observers Friday was whether FCC was going to move to take ch. 10 sharetimers WHEC-TV and WVET-TV Rochester, N. Y., off air in compliance with U. S. Court of Appeals ruling last Thursday (see story, page 79). Doubt expressed by some that stations would actually have to go dark.

Court said Gordon P. Brown, WSAY Rochester, was entitled to hearing on protest against 1952 grant. Present rule requires protested grant be stayed pending hearing and decision on protest. This would be left to discretion of Commission under pending revised rule, already passed by House and recommended by Senate Commerce Committee.

Decision Thursday galvanized supporters of revised Sect. 309(c) into action on Capitol Hill. Court ruling on Rochester pointed to as "horrible" example where citizens of Rochester would be deprived of ch. 10 signals.

FCC commissioners and executives were happy about portion of court's finding which said that expedited procedures instituted after freeze lifting were legal. Court said FCC could establish own procedures and they can't be counted arbitrary if applied to all. FCC'ers also found cause for satisfaction in court's denial of Mr. Brown's attempts to force Commission to accept his late application. Mr. Brown had filed for ch. 10 six days after FCC's grant was made.

FCC Calls for New Briefs In Fort Wayne Tv Case

FCC Friday asked parties to Fort Wayne ch. 69 case to file briefs on what effect if any death of Paul V. McNutt has on final decision issued by FCC late in 1954 favoring grant to WANE and denying Anthony Wayne Broadcasting Co. (comprising Mr. McNutt and James Fleming). Latter carried case to U. S. Court of Appeals, which last June told FCC to reopen record to take cognizance of Mr. McNutt's death [B•T, June 20].

One point which caused FCC to find against Anthony Wayne application was relationship of Messrs. McNutt and Fleming to *Fort Wayne Journal Gazette* and *News Sentinel*, which have joint advertising rates. This was counted as factor against Anthony Wayne application. Mr. McNutt's death may change this factor in FCC decision, court ruled, and ordered Commission to reconsider.

Granik, Cook Push Effort To Obtain Florida Outlet

EFFORTS were pursued Friday by Theodore Granik and William H. Cook to force W. Wright Esch to sell them WMFJ Daytona Beach, Fla., along with permit for ch. 2 there. Messrs. Granik and Cook, principals in WJNO-TV (ch. 5) West Palm Beach, filed protest with FCC to grant of sale of WMFJ by Mr. Esch to another group, Harold Kaye and Emile J. Arnold [B•T, July 4].

Protestants claimed Mr. Esch in October 1954 offered them 60-day option to buy WMFJ and ch. 2 permit, but when they tried to exercise option in December Mr. Esch refused to sell and later denied existence of valid agreement, according to protest. Reproduction of formal option agreement was filed with protest.

Messrs. Granik and Cook took case to court in Volusia County, Fla., last June asking court to force sale to them. In interim, Mr. Esch sold WMFJ to Messrs. Kaye and Arnold. Protest asked that sale be stayed and designated for hearing or that Commission await outcome of court suit before taking action on sale.

SAVING'S COLOR

ENTRY of U. S. Savings & Loan Foundation, Philadelphia, into network television reportedly is set for early January, with participation by foundation in NBC-TV's Sunday night *Color Spread* program. Foundation's advertising up to present largely has been concentrated in magazines. Agency is McCann-Erickson, N. Y.

WTOP Washington Objects To WJBK Detroit on 1500 kc

WTOP Friday filed objection with FCC to operation of WJBK Detroit on 1500 kc until such time as latter station can assure protection to nighttime signal of WTOP (1500 kc, 50 kw). Detroit station (1490 kc, 250 w) holds permit to operate on 1500 kc with 10 kw day, 1 kw night.

WTOP charged that WJBK permit includes engineering protection to its signal. These requirements have not been met, WTOP said, and cited monitoring readings provided by WJBK which showed that interference resulted from signal. WJBK quest to operate on 1500 kc goes back to April 1952 when it was granted permit for this frequency with 10 kw day and 5 kw night. Because of nighttime interference with WTOP, permit was later changed to specify 1 kw night along with conditions for WTOP signal protection.

KTLA (TV) Severs Welk Show In Commercial Policy Dispute

AFTER DISPUTE involving right of talent to have voice in station's use of commercial time during mid-program station breaks, Klaus Landsburg, vice president-manager of Paramount's KTLA (TV) Los Angeles, Friday announced cancellation of 4-year-old Lawrence Welk "Champagne Music" full-hour remote on ground Mr. Welk refused to recognize contract. Court action expected which may set pattern for station break policy elsewhere.

Welk agent told B•T KTLA inserted commercial for different advertiser at ID time, violating new pact governing Friday night show sponsored by Dodge Dealers. In early July Welk began Saturday night remote on ABC-TV for Dodge, blacked out in Los Angeles because of KTLA program.

Margaret Truman on 'Monitor'

MARGARET TRUMAN signed by NBC Radio as travel correspondent for broadcast on trip abroad on *Monitor*, NBC weekend radio service, effective last weekend.

PEOPLE

HARRY STONE, pioneer Nashville radio broadcaster who later was with Texas and Arizona tv stations, named director of television at WSIX-TV Nashville. Mr. Stone was Nashville's first radio announcer at old WCBQ. At WSM Nashville, where he was general manager, he started many stars on the road to national fame.

GEORGE DIEFENDERFER JR., formerly with Paul H. Raymer Co., Chicago, station representative, appointed sales manager of WISH-AM-TV Indianapolis.

NORMAN M. BANKART, service representative on United Airlines account at N. W. Ayer & Son, Chicago, appointed vice president.

ROSS D. SIRAGUSA JR., formerly with Appliance Distributors Inc., subsidiary of Admiral Corp., and sales supervisor in San Francisco branch, appointed assistant sales manager of Admiral's Television Div.

JOSEPH W. DREHER, employe relations staff, cathode ray tube sub-department, General Electric Co., Syracuse, N. Y., appointed manager of engineering administration. **CHANNING DICHTER,** supervisor of materials and processes development, named manager of industrial and military product engineering.

CLINTON B. WOOD JR., assistant advertising manager, U. S. Rubber Co., and **JEROME ENTIS,** Russell W. Allen Co., join Young & Rubicam, N. Y., in contact department.

CLORIA VOTSIS, editor with Skye Publications, N. Y., has been named West Coast representative of new Hollywood office of Ursula Halloran & Assoc., N. Y., public relations firm.

RCA Ships Color Cameras

SHIPMENT of three Vidicon color film cameras to KCRA-TV Sacramento (ch. 3) and one to WCAU-TV Philadelphia (ch. 10) reported by RCA Friday. RCA also said WXEX-TV Petersburg, Va. (ch. 8), was now scheduled to go on air Aug. 6, WHIS-TV Bluefield, W. Va. (ch. 6), on Aug. 12, and CJON St. Johns, Newfoundland, on Aug. 5 instead of July 30 as scheduled earlier.

WRCA, WCBS Presentation

AS EVIDENCE of radio's solidarity despite keen competition between stations, WRCA and WCBS New York will make joint presentation Thursday to salesmen of Libby, McNeill & Libby, which shortly will launch advertising campaign on stations. Instead of separate presentations, it was decided that Max Buck, director of merchandising and sales promotion for WRCA, would outline merchandising activities to be conducted by both outlets, and Henry Untermeyer, sales manager of WCBS, provide details of advertising copy to be carried on stations.

Avram M. Mann

AVRAM M. MANN, 61, m.c. on number of Yiddish-language broadcasts on WEVD New York, died in crash of El Al Israel airliner shot down in Bulgaria Wednesday, according to list published Friday. He had been associated with station for five years in freelance capacity.

California Outlet Sold

KHUB Watsonville, Calif., sold to William W. Morgan, of Des Moines, Iowa, by Patrick H. Peabody, president, for $55,000 subject to FCC approval. Transaction handled by Blackburn-Hamilton Co. KHUB was founded in 1930. It operates with 250 w power on 1340 kc.

the week in brief

IS COLOR TV UPON US?

Just about, says NBC-RCA, whose fall program plans are five times over last year. Not so, say the majority of set manufacturers, who don't plan much activity until the market grows 31

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Mid-year sales, profit figures are well ahead of 1954. This might be that billion dollar year 92

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TELECASTING

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*Reg. U. S. Patent Office

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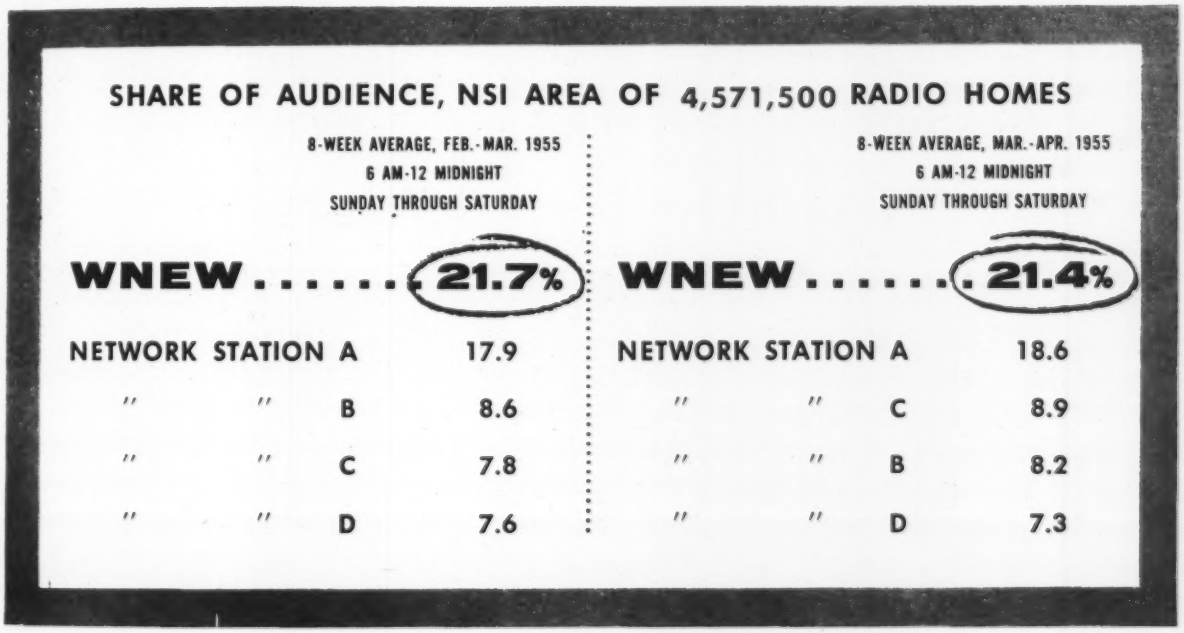
So what else is new, Mr. Nielsen?

New study . . .

familiar happy ending (for WNEW):


SHARE OF AUDIENCE, NSI AREA OF 4,571,500 RADIO HOMES
8-WEEK AVERAGE, FEB.-MAR. 1955
6 AM-12 MIDNIGHT
SUNDAY THROUGH SATURDAY
WNEW 21.7%
NETWORK STATION A 17.9
" " B 8.6
" " C 7.8
" " D 7.6
8-WEEK AVERAGE, MAR.-APR. 1955
6 AM-12 MIDNIGHT
SUNDAY THROUGH SATURDAY
WNEW 21.4%
NETWORK STATION A 18.6
" " C 8.9
" " B 8.2
" " D 7.3

February-March and March-April 1955 are the first two reports of a new and continuing survey of radio listening in a 29-county area including Metropolitan New York, conducted by A. C. NIELSEN COMPANY, "World's Largest Marketing Research Organization."

Represented by **SIMMONS ASSOCIATES, INC.**

WNEW

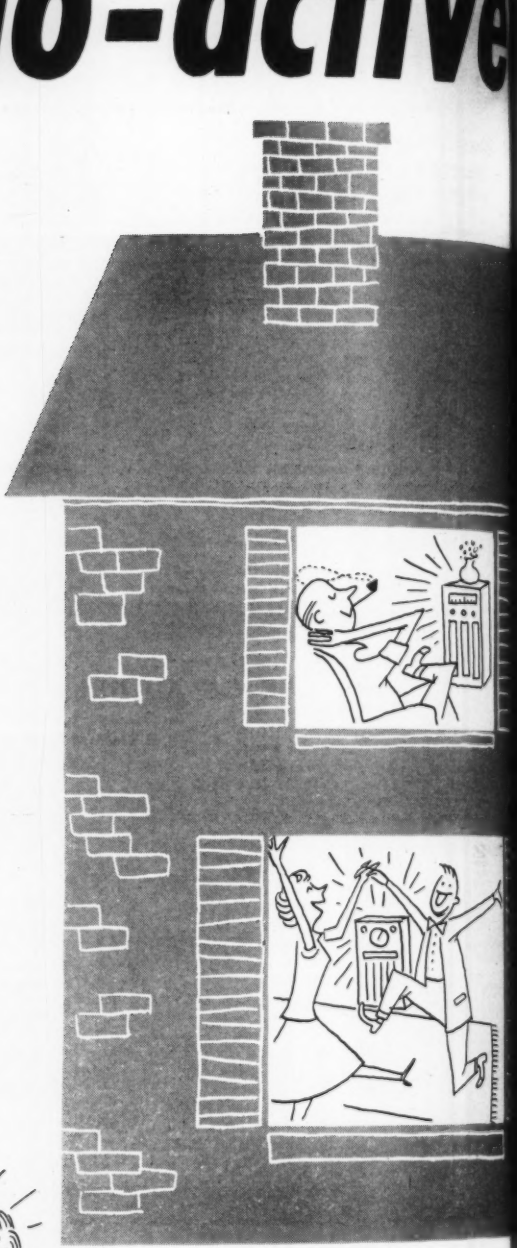
NEW YORK ... 1130 ON YOUR RADIO DIAL

radio-active

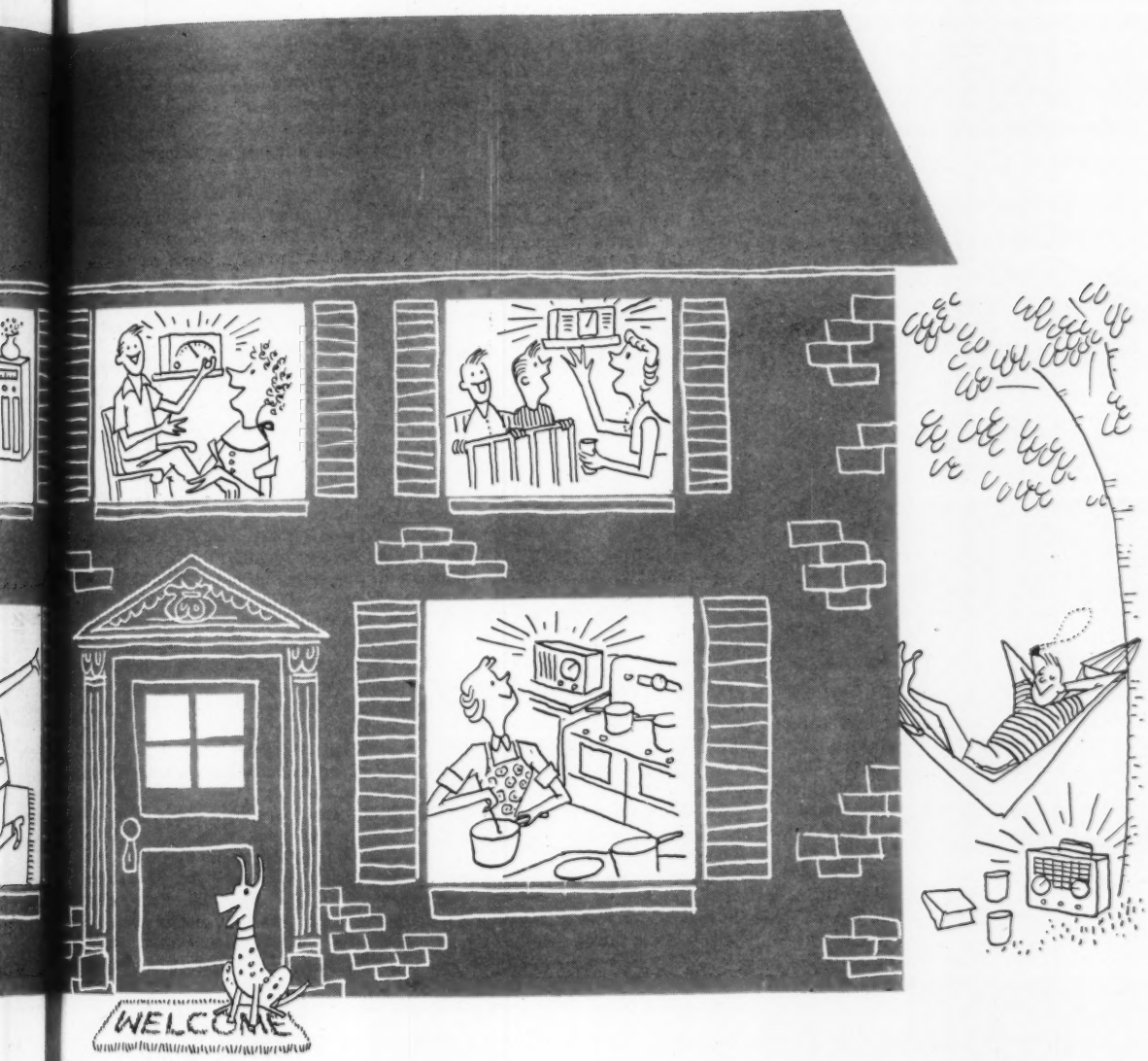
Stay-at-homes are *active* radio listeners too . . .

These stay-at-homes want top entertainment and information *as usual.* Radio *continues* to give them the best in entertainment and information because top radio programming takes *no* vacation in summer. . .

And Spot Radio turns Radio-Active stay-at-homes into active customers for advertisers.



ve stay-at-homes



WSB	Atlanta	NBC	WISN	Milwaukee	CBS	KFMB	San Diego	CBS
WFAA*	Dallas / Ft. Worth	NBC / ABC	KSTP	Minneapolis / St. Paul	NBC	KGO	San Francisco	ABC
KOA	Denver	NBC	WABC	New York	ABC	KMA	Shenandoah (Iowa)	ABC
WIKK	Erie	NBC	WTAR	Norfolk	CBS	KTBS	Shreveport	NBC
KPRC*	Houston	NBC	WIP	Philadelphia	MBS	KVOO	Tulsa	NBC
WJIM	Lansing	NBC / ABC	WRNL	Richmond	ABC	ABC	Pacific Radio Regional Network	
KARK	Little Rock	NBC	KCRA	Sacramento	NBC			
KABC	Los Angeles	ABC	WOAI*	San Antonio	NBC			

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

CAPITAL TYPES #7

THE BUDGET WATCHDOG

Grunts when he slashes appropriations (with a short diagonal pencil stroke). Girls in the office find him lovable. Rumored to be a Big Man around the poolroom.

Advertisers in Washington who keep a watchful eye on their own budgets depend on WTOP Radio for (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. No matter what the size of your budget, you can count on capital sales results from the Capital's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

THE FOURPOSTER

DELIGHTFUL, charming, tender.

Those are the adjectives that were brought to mind by "The Fourposter" as telecast on NBC-TV's *Producer's Showcase* last Monday evening. For the play was more a matter of mood than of plot, a series of episodes in the life of a married couple—their joys, their problems, their quarrels—set in their bedroom, with the fourposter an ever-present witness and sometimes almost a participant in the scene.

The play opens on the couple's wedding night in 1890, when the young bridegroom, complete with top hat, carries his white-gowned bride over the threshold of their bedroom. A completely sentimental scene, this, with the newly-weds' shy embarrassment almost, but not quite, overcoming their desire for each other. The next scene, a little over a year later, is pure farce. She is momentarily expecting her first baby; he is in bed with all the symptoms of labor pains.

Ten years later comes the battle royal, with threats of separation and a tearful reconciliation. Next, comedy again, 4 a.m. and the

FOURPOSTER'S FULL CAST

anxious parents unable to sleep as they wait for their 18-year-old son to come home from a party. Then an emotional outbreak following their daughter's marriage as the mother realizes she is losing her own youth. And finally, their departure from their old surroundings, leaving the room and the fourposter to another generation, concludes the play.

This slight, sentimental comedy is brought to life by its cast, Jessica Tandy and Hume Cronyn, who on tv gave a performance polished and perfected by the show's long run on Broadway. It is a tribute to their art that despite the many times they have performed their roles there was nothing jaded nor off-hand about their tv interpretations. The close-ups, easy for cameras but not possible in the theatre, gave the viewers at home the definite feeling that the stars were not merely acting but living their roles for the 90 minutes of the telecast. The thought occurred that it's too bad that all tv casts can't have two years of rehearsal before the actual telecast.

The commercials were nearly as good as the play, especially the song-and-dance sequence to announce "The Big Change" in tv which the new RCA Victor sets are creating, and the cartoon explanation of the advantages of Ford engines, which was colorful and comic as well as instructive.

Production cost: Approximately $41,000
Sponsored by RCA and Ford Motor Co. through Kenyon & Eckhardt on NBC-TV as July 25th program of series telecast in color and black-and-white every fourth Monday, 8-9:30 p.m. EDT.
Cast: Jessica Tandy and Hume Cronyn.
Adapted for tv by Joseph Schrank from stage play by Jan de Hartog.
Produced and staged by Hume Cronyn.
Television director: Clark Jones; associate director: Dominick Dunne; technical director: Larry Elikann; music supervisor: Harry Sosnik; costumes: Lucinda Ballard; costume supervision: Guy Kent; scenic designer: Ota Riggs; lighting: Jack Fitzpatrick; makeup: Dick Smith.

PALL MALL PLAYHOUSE

BY HEWING to the traditional "horse opera" line and refusing to take a chance on shocking their audience with any semblance of reality, the producers of "Showdown at Sunset," last Wednesday's telecast on the summer *Pall Mall Playhouse* series on ABC-TV, turned what could have been a gripping psychological drama into just another B picture.

The scene is the old West, where men are men and guns the final answer to all problems. The time, the 21st birthday of a rancher's son. The boy takes his girl to a dance; a stranger tries to pick her up and becomes insulting when the boy protests; the boy knocks him down and finds himself scheduled to shoot it out at Oak Hollow the next evening.

At this point, the story could have shown its viewers what happens to a boy who in a few hours will enter his first duel, facing an opponent who by all odds will kill him. Yet, if he backs down, the code of the West will see that his fate is worse than death.

Instead, "Showdown at Sunset" went melodramatic and filled the rest of the half-hour with an elaborate plot that involved: the father, helpless to fight his son's battles; the honest sheriff, helpless to intervene because "nothing's happened yet"; the crooked gambler, who has hired the killer so that he can trade the hero's life for the land the father will not sell him, "the finest piece of grazin' land in the hull state o' New Mexico"; the mother and sweetheart who stand helplessly by while their boy goes off to almost certain death; and the trick ending whereby the lad is spared to speak the play's final and most memorable line: "Let's go home to our women, dad."

The acting was appropriate to the plotwork, although there were indications that, given the opportunity, Darryl Hickman, who played the son, could portray something deeper than the cardboard character called for here. Tom Tully, as the father, was out on the range and astride a horse, but otherwise indistinguishable from the San Francisco detective he portrays on *The Line-Up*.

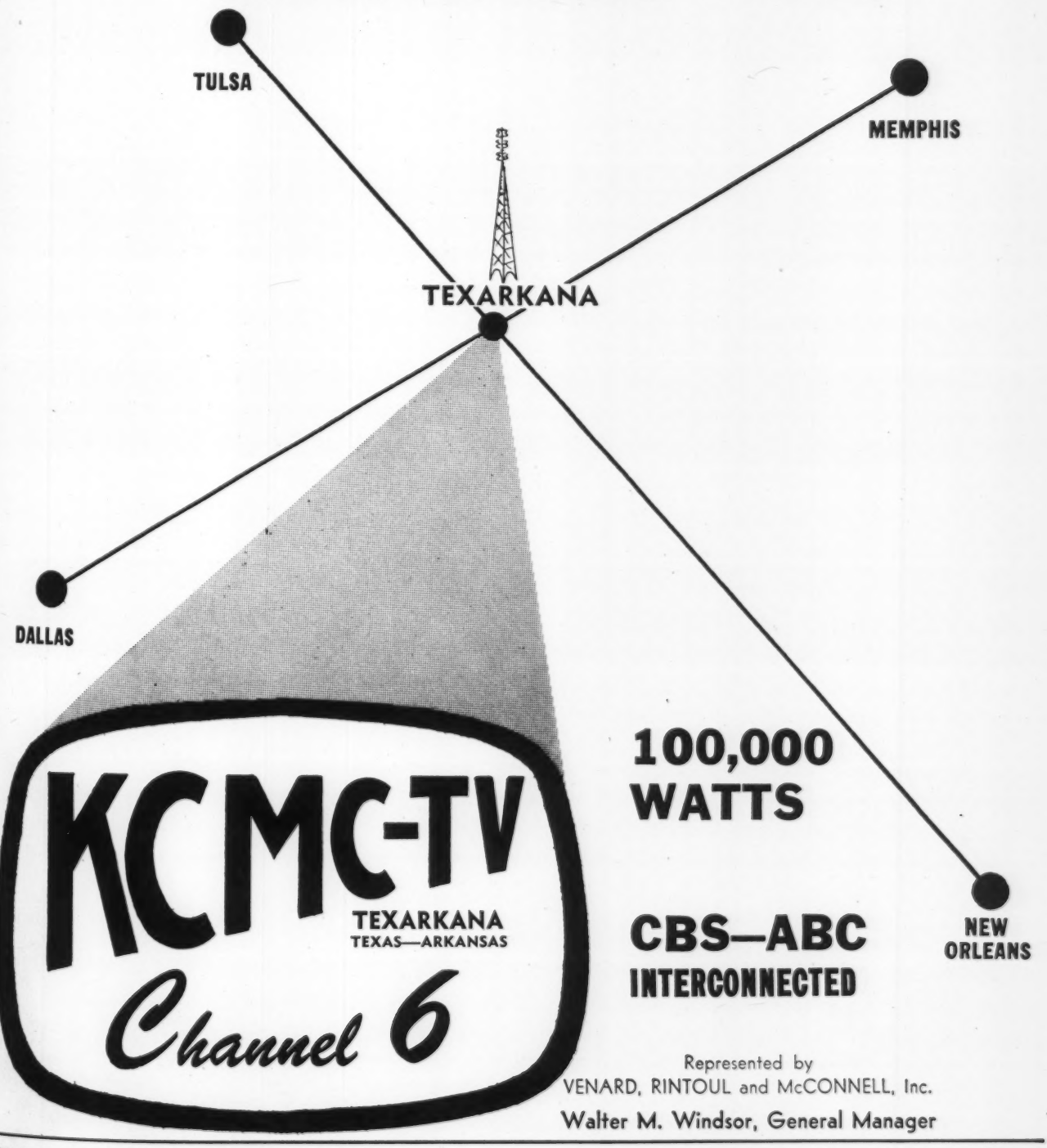
Production cost: Approximately $30,000.
Sponsored by American Tobacco Co. (for Pall Mall cigarettes) through Sullivan, Stauffer, Colwell & Bayles on ABC-TV, Wed., 8:30-9 p.m. EDT.
Cast (of "Showdown at Sunset"): Darryl Hickman, Tom Tully, Jan Shepard, Robert North, Robert Osterloh.
Producer: Meridian Productions.
Associate producer: William Self; director: Justus Addiss; writers: J. L. Bouma and Leonard Freeman.

TV REPAIR QUESTIONS AND ANSWERS ON VIDEO CIRCUITS, by Sidney Platt. John F. Rider Publisher, 480 Canal St., New York 13. 128 pp. $2.10.

DESIGNED to answer questions that are in the mind of the serviceman as he troubleshoots and repairs tv receivers, this volume on video circuits is the second in a series which began with a book on antennas, transmission lines and front ends. Illustrations are included.

The Only
MAXIMUM POWER
Station Between

DALLAS AND MEMPHIS - - - - 423 miles
TULSA AND NEW ORLEANS - - 553 miles



KCMC-TV
TEXARKANA
TEXAS—ARKANSAS
Channel 6

100,000 WATTS

CBS—ABC INTERCONNECTED

Represented by
VENARD, RINTOUL and McCONNELL, Inc.
Walter M. Windsor, General Manager

A
ballet

sweet and low!

Television's juicy rewards, unlike the grapes in the fable, are within easy reach of even low-budget advertisers—when you use spot television on the 12 stations we represent. The rewards are sweet... and the cost is low. Here's just one example...

Last Fall, Minute Maid set out to capture a bigger share of total frozen orange juice sales in the Washington (D.C.) market. A low-cost schedule of station breaks, minute announcements and Mark Evans participations on WTOP-TV played an important part in Minute Maid's sales strategy. The picture changed fast!

In the words of the district sales manager, here's what happened: "When we started on WTOP-TV, Minute Maid was far from being the top-selling brand that it is in many other markets. By December, in just three months, our sales had climbed fantastically! By March, sales had more than tripled and Minute Maid became one of the top selling brands. Despite previous spotty distribution, Minute Maid is now in all the major grocery chains—including one hold-out which called and asked for our product as a direct result of our WTOP-TV advertising. You've certainly helped to put across Minute Maid in this area!"

Basic success stories like this provide eloquent reason why more than 300 national spot advertisers currently use schedules on one or more of the 12 stations (and the regional network) we represent.

MORAL: ***it's a good spot to be in!***

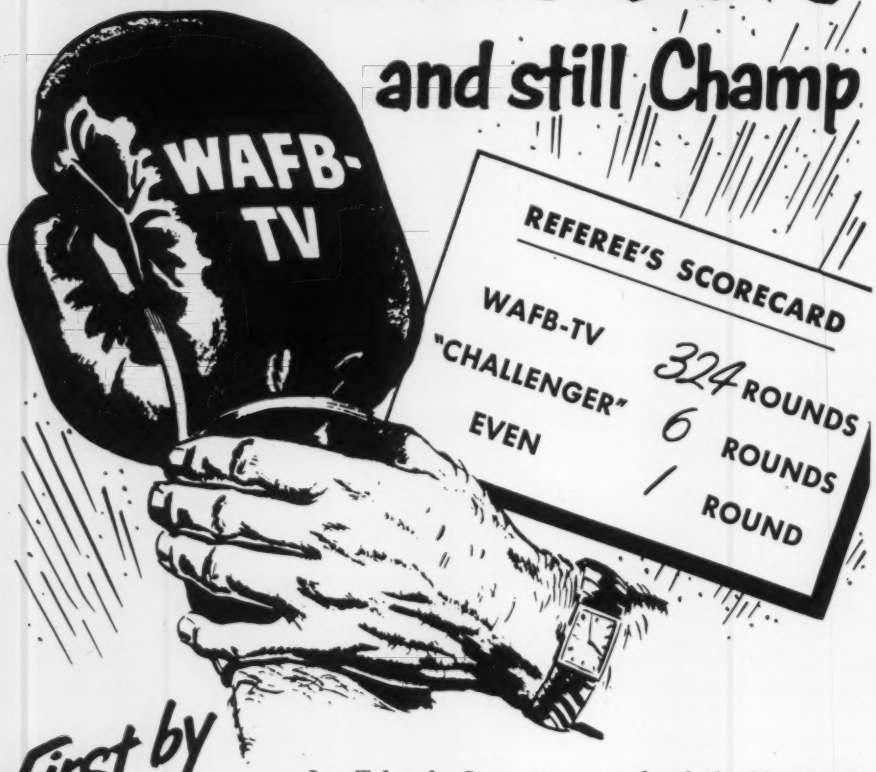
CBS TELEVISION SPOT SALES Representing:

WCBS-TV New York
WCAU-TV Philadelphia
WTOP-TV Washington
WBTV Charlotte
WBTW Florence
WMBR-TV Jacksonville
WXIX Milwaukee
WBBM-TV Chicago
KSL-TV Salt Lake City
KGUL-TV Galveston-Houston
KOIN-TV Portland
KNXT Los Angeles

CBS TELEVISION
PACIFIC NETWORK

THE WINNER!

and still Champ



First by far in

BATON ROUGE

In a Telepulse Survey just completed (for May, 1955). WAFB-TV, two-year uncontested TV champion in Baton Rouge, rated first for 324 of the 331 quarter hours when both TV stations were on the air. *Every one of the top 15 favorite weekly programs were on WAFB-TV.* Eight of the 10 *(all of the first six)* favorite "daily" programs were on WAFB-TV.

Monday to Friday

	7 AM-12 AM	12 AM-6 PM	6 PM-12 PM
WAFB-TV	**78**	**61**	**59**
Station "B"	10a	29	33a
Station "C"	12	10	8

	Saturday		**Sunday**	
	12:15 PM-6 PM	6 PM-12 PM	1 PM-6 PM	6 PM-12 PM
WAFB-TV	**76**	**64**	**76**	**61**
Station "B"	1a	27a	8a	33a
Station "C"	23	9	16	6

a Does not broadcast for complete period. Audience unadjusted.

WAFB-TV

CHANNEL 28

affiliated with WAFB, AM-FM

CBS—ABC—DUMONT 200,000 WATTS

Reps: Call Adam Young, Nationally or Clarke Brown in South & Southwest

IN PUBLIC INTEREST

Chicago Unit Devises Plan On Handling of Racial News

THE CHICAGO Commission on Human Relations is distributing to some 20 other similar commissions throughout the country copies of a local plan for handling stories by radio-tv stations of racial and other disturbances. Elsewhere, the plan was understood to be under consideration by stations in Hammond, Gary and Michigan City (all Indiana), Waukegan and Zion City (Illinois) and Kenosha (Wisconsin).

Under the Chicago plan, race or gang fights are filed by the City News Bureau as "advisory notes" to station clients during the actual trouble stage. The idea is to report the basic news and yet not excite listeners to the scene of activity, particularly in race riots. City News Bureau newsmen are given six points to help guide them in writing news for stations. The bureau has prepared a basic form to be used for the first flash when mob violence is probable. The initial advisory notes are tagged "not for broadcast."

The plan was devised as a common approach to news coverage after an agreement by the news directors of nine Chicago radio-tv stations which are clients of the local City News Bureau, which suggested the policy.

Stations taking CNB news services and now adhering to the plan are WGN-AM-TV, WMAQ-WNBQ (TV), WBBM-AM-TV, WCFL, WIND, WAIT.

The new policy of station coverage has been lauded by Chicago Mayor Richard Daley as "the first such action ever taken by any group of radio and television stations with the public welfare in mind."

WGR-TV Aids in Capture

FORTY-FIVE minutes before its 11 p.m. newscast, WGR-TV Buffalo, N. Y., was notified that a prisoner awaiting trial had escaped from the yard area of the Niagara County Jail. Pictures of the escapee were rushed to the station and blow-ups were made for insert into the already overloaded news show. A report of the escape, a description of the prisoner and an appeal for a lookout were aired. The prisoner was apprehended shortly after, the station reports, and quotes the county sheriff as saying the "incident indicates the interest WGR-TV has with respect to public service."

Shedding Light on Blindness

WINS New York has inaugurated a new program entitled *Man With a Question,* every Sunday from 11:15 through 11:30. The program is an American Foundation for the Blind series and is presenting 13 well-known personalities who talk informally with authorities about the subject of blindness.

Aid for Stricken Family

WNAM Neenah, Wis., raised funds for a local family whose home was demolished by an explosion in the vicinity. Gregg Dunn, WNAM disc jockey, campaigned for financial aid for the family and raised $1,088.76.

Orphan Scout to Camp

WDVA Danville, Va., raised $95.26 so that a Danville orphan, who is an eagle scout, might spend a month at the National Boy Scout Ranch in New Mexico. Earl Stogner, disc jockey, asked his audience for help and in 90 minutes the entire amount of money was pledged.

INTRODUCING the biggest bonanza of entertainment ever to hit TV

"MOVIELAND"

ow available for the first time anywhere!

A sensational new group of first-run feature movies from 5 major Hollywood studios!

LOOK AT THIS LIST OF TOP-DRAW STARS!

Bette Davis
Martha Raye
Joseph Cotten
Abbott & Costello
Barry Sullivan
Nancy Kelly
Mel Ferrer
June Havoc
Sterling Hayden
Jean Parker
Richard Arlen
Ellen Drew
Lew Ayres
Olsen & Johnson
Allan Jones
Wendy Barrie
Jack Haley
Broderick Crawford
Barbara Britton
William Gargan
Andy Devine
Rudy Vallee
Paul Kelly
Rhonda Fleming
Leo Carillo
Binnie Barnes
Chester Morris
John Ireland
Sheldon Leonard
Jane Withers
Ozzie Nelson
Mary Beth Hughes
Virginia Bruce
Bela Lugosi
Richard Denning
Dick Foran
Osa Massen
Roscoe Karns
William Eythe
Robert Lowrey
Phyllis Brooks
Rory Calhoun
Teresa Wright
James Gleason
and so many, many more!

CALL, WIRE or WRITE any of these AAP offices NOW!

NEW YORK
ated Artists Productions, Inc.,
345 Madison Ave.
MUrray Hill 6-2323

LOS ANGELES
Associated Artists Productions, Inc.,
1908 South Vermont Ave.
Republic 2-3016

DALLAS
Associated Artists Productions, Inc.,
310 South Harwood Street
Randolph 7736

CHICAGO
Associated Artists Productions, Inc.,
203 North Wabash
Dearborn 2-4040

ATLANTA
Associated Artists Productions, Inc.,
Barbizon Towers, 35 Lombardy Way N.E.
Elgin 3028

AAP
ASSOCIATED ARTISTS PRODUCTIONS

pay less to sell the SOUTH BEND MARKET—

America's 5th richest*

Class "A" time rate comparison among South Bend area stations

	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

*Source: 1955 Sales Management Survey of Buying Power

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation. WSJV-TV reaches 208,000 UHF sets in this billion dollar market—*with broader coverage at substantially lower rates than any TV station in the area.*

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., *President*
PAUL C. BRINES, General Manager

Your Growth Network Station

Serving
South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your
H-R TELEVISION MAN
National Representatives

OPEN MIKE

Boom Above the Border

EDITOR:

I have just read your recent article covering the Canadian market and find it a valuable guide in studying this "boom above the border" [B•T, July 18].

We look forward to future area studies.

Annett Goodrich, Timebuying Dept.
Emil Mogul Co., New York

EDITOR:

. . . I personally feel that the information contained within this article will be helpful to all those interested in studying the economic and social development that has taken place in Canada during the postwar years.

I am especially interested in any and all information regarding the growth of Canadian broadcasting and will, as time goes by, look forward to seeing more articles on Canada.

Jay Wasserman, Asst. Acct. Exec.
(For Procter & Gamble Co.—Canada)
Benton & Bowles, New York

AWARE Objects

EDITOR:

. . . The present controversy stems from the issuance on Dec. 29, 1954, of AWARE Publication 12, a partial analysis of the Communist-front records of some 13 persons who had, 18 days earlier, been defeated in an AFTRA election. Publication 12 was released to our membership and to a general press list, your magazine included.

We are therefore the more surprised that your editorial [B•T, July 11] criticized AWARE without giving fair evidence on which the reader might make up his own mind.

We deny absolutely the "implied charges" emerging from your pejorative phrases and would welcome the most complete and impartial investigation of Publication 12 and its supporting documentary evidence.

Jean Owens Hayworth, Secretary
AWARE Inc., New York

[EDITOR'S NOTE: B•T's editorial, "The Burdett Lesson," dealt with the public confession of CBS correspondent Winston Burdett that he had been a member of the Communist Party, 1940-42, and with the condemnation of AWARE Inc. by AFTRA. Contrasting the "orderly" investigation of Mr. Burdett by CBS and the FBI with the "somewhat less orderly way . . . represented by the wholly unofficial and not always reliable activities of AWARE Inc.," B•T described AWARE Inc. as a private organization which pursues its anti-communist objectives with "a scattergun technique (which) is almost as apt to hit the innocent as the guilty" and is "ineffective except to create fear and distrust."]

Paul White

EDITOR:

Congratulations on your fine editorial tribute to Paul White. You hit the nail on the head when you called him 'trail blazer'. . . .

Edward M. Kirby
Washington, D. C.

EDITOR:

Your editorial of July 18th regarding Paul W. White is one of the greatest human interest editorials I have ever read. Without moralizing, it was a moving and inspirational piece.

Lloyd George Venard, Pres.
Venard, Rintoul & McConnell, N. Y.

EDITOR:

I noticed with great pleasure your editorial on "Paul W. White—Trail Blazer."

Not only was it well done, but it served to spotlight a man who, to my way of thinking, was the real "father" of electronic newscasting.

It was my good fortune to work with Paul at the UP back in the late 20's, before he went to CBS.

L. A. Hollingsworth, Pub. Rel. Mgr.
WPIX (TV) New York

Right Church, Wrong Pew

EDITOR:

For nearly a score of years I have been depending on B•T to keep me up to date about all my friends and acquaintances in the radio and television industry. I'm always happy when you print a news release about changes or promotions at WHAM and WHAM-TV.

I was just a trifle startled to read your interpretation of our release on Armin Bender's promotion to television sales manager [AT DEADLINE, July 18].

There is no question about Ben's ability and qualifications, but I had sort of counted on living a few years longer and I believe my creditors would appreciate my keeping my job—at least until the mortgage is paid off.

J. W. Kennedy Jr.
Vice President and Gen. Sales Mgr.
WHAM-AM-TV Rochester, N. Y.

EDITOR:

The story of my promotion is grossly exaggerated . . . I'm glad to report that Jack Kennedy is still vice president and general sales manager; I have been appointed television sales manager and report to him. There's nobody around here who can fill Jack's shoes yet . . .

A. N. Bender, Sales Manager
WHAM-TV Rochester, N. Y.

[EDITOR'S NOTE: B•T regrets that an at-deadline misreading of the station's release resulted in publication of an item which reported Mr. Bender's new post as that of general sales manager of WHAM-AM-TV instead of sales manager of WHAM-TV as it should have done.]

The Long and Short of It

EDITOR:

Just a note to let you know what a kick we here at WJLS got out of the picture and comment about the men at KLRA Little Rock wearing Bermuda shorts [B•T, July 18].

We here in the mountains of West Virginia are glad to say the weather is so wonderful that there is actually no necessity for shorts. We have . . . a contract . . . that when the temperature in downtown Beckley reaches 95 degrees we shall go to work in shorts . . .

David L. Hall
WJLS Beckley, W. Va.

No Protest at KVAL-TV

EDITOR:

. . . Your listing of protest hearings before the FCC and their dispositions [B•T, July 18] [includes] a protest filed against Eugene Television Inc., operator of KVAL-TV Eugene, by W. Gordon Allen, then of KTBF, also Eugene. Your report indicates that this protest was designated for hearing and is now pending.

This protest was dismissed in 1953. Construction permit to Eugene Television was granted in November of that year. Station construction started immediately, with the station going on the air, ch. 13, Apr. 15, 1954. We're currently in operation, doing nicely, thank you, and so far as we know have no protest pending before the FCC. . . .

S. W. McCready, Gen. Mgr.
KVAL-TV Eugene, Ore.

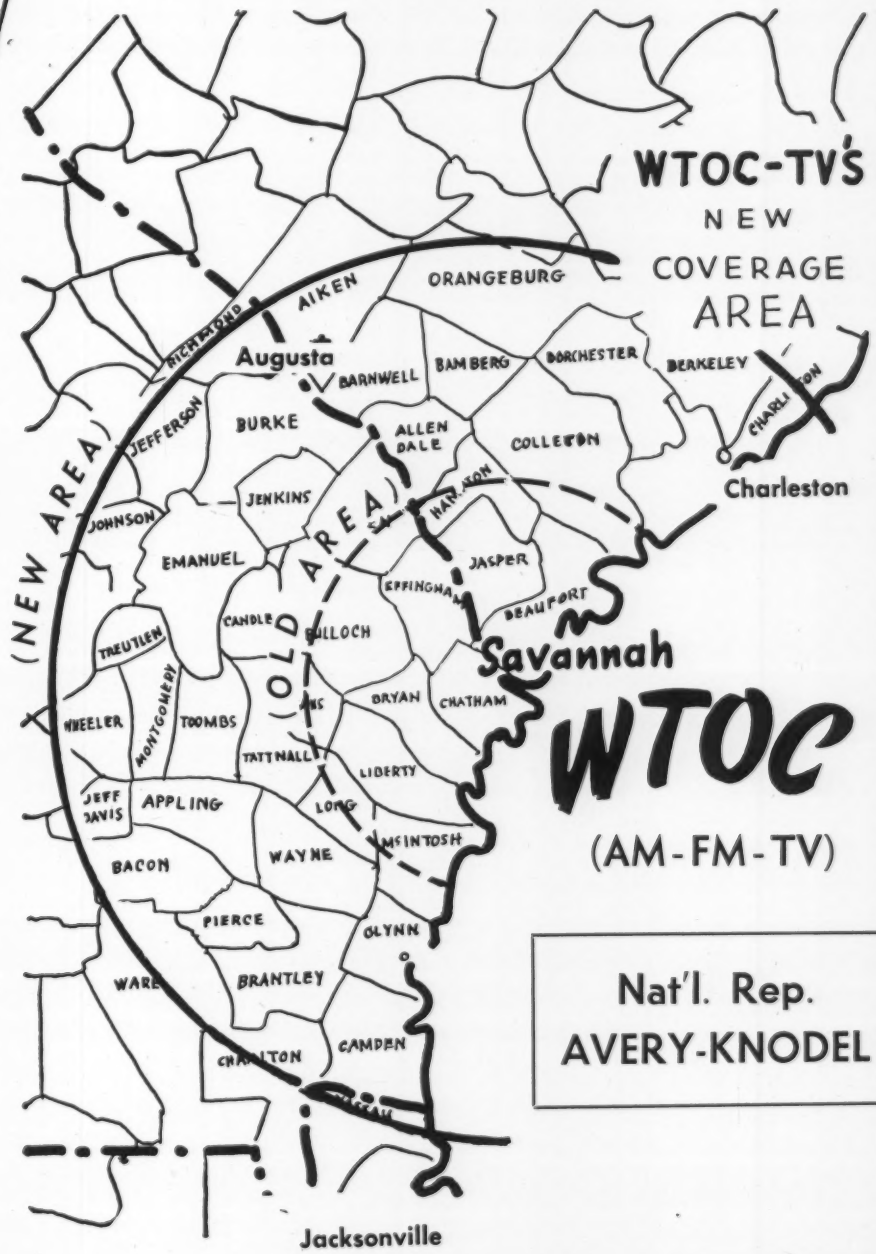
[EDITOR'S NOTE: The list of protest cases was not B•T's but Comr. John C. Doerfer's, prepared as part of his testimony before the House Commerce subcommittee on revision of Sec. 309 [e]. His intent was to show the number of protests, issues involved, and FCC action; the list did not show final disposition of each case.]

EYES AND EARS OF THE COASTAL EMPIRE

41 COUNTIES
1,218,200 Pop.

Est. Buying Power
$1,217,062,000

Retail Sales
$807,094,000



(AM-FM-TV)

Nat'l. Rep.
AVERY-KNODEL

207,500 Watts
CHANNEL 11

CBS-ABC-TV for SAVANNAH
and the Coastal Empire

WISN

Milwaukee's First Station

announces the appointment of

Edward W. ***PETRY*** Company, Inc.

as National Representative

in addition to

WISN-TV

(formerly WTVW)

Channel 12 Milwaukee

Effective August 1, 1955

1150
WISN
Milwaukee

NOW
THE BIG TOP
In Milwaukee TV
Has New Call Letters...
WISN-TV
12
CHANNEL
MILWAUKEE
Formerly WTVW
top tower...
Milwaukee's greatest aerial performance! Beam your sales messages from the tallest structure in Wisconsin and Milwaukee's top TV tower. You'll be blanketing the city of Milwaukee and 23 surrounding counties.
top power...
at 316,000 watts Milwaukee's TV Strong Man. Here is a market of 2½ million people with an effective buying income of almost 5 billion dollars . . . reached by the top tower, top power TV station in Milwaukee . . . WISN-TV.
top programs
Represented Nationally by Edward W. PETRY Company, Inc.
TOWER—1105 ft. • POWER—316,000 watts • NETWORK—ABC & DUMONT

Maury Farrell
and Cal Douglas
Stars of
WAPI News Roundup
8 to 8:15 a.m., Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI
Birmingham

Folks in and around Birmingham like to start the day listening to this popular team. Maury and Cal give local and Alabama news and weather, national and international events . . . and this includes sports; Maury is a great boy for sports! This program received the AP Award for Excellence in Radio Journalism, and Maury and Cal each got an individual award from AP.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy hearing

Represented by
John Blair & Co.

Southeastern Representative:
Harry Cummings

our respects

to GUSTAV KARL BRANDBORG

AFTER 23 years of radio selling, Gus Brandborg can be classified as one of radio's No. 1 boosters. He demonstrated his right to this title a few months ago when he resigned from his post on the board of Central Plains Enterprises, operating KVOO-TV Tulsa, because it was draining time from his job as assistant general manager of KVOO.

In five crucial radio years, marked by widespread fears that television was about to devour its older electronic brother, Gus Brandborg has been a leader in the radio-is-here-to-stay movement. Several years ago he was active in formation of Associated Tulsa Broadcasters, a cooperative effort to develop department store advertising.

Radio Advertising Bureau has since refined the idea for its member stations around the nation. The idea involves the planned use of saturation spot schedules and the employment of a personality heard on all local stations on behalf of the department store.

Another Associated Tulsa Broadcasters venture, developed and promoted by Mr. Brandborg, was the doubletruck trade advertisement, "All radio is local radio, no matter who pays the bill." This ad was based on the simple but generally unrecognized idea that all radio is local in the final analysis, no matter who pays the bill, because it is designed for local consumption.

"There's a challenge to radio these days which returns to it some of the old zest we knew before the lush wartime advertising days," he often tells industry friends. "Present indications are that national advertisers are relearning what our local advertisers have seemingly never forgotten—that radio is a friend, confidant and companion and as such has a more personal, persuasive selling ability than ever before through the means of millions of personal radio sets.

This enthusiasm for radio in no way affects his recognition of television's importance, he explains, going again into his favorite theme this way: "To say that tv spells the end of radio is as foolish as the predictions 25 years ago that radio would write out the finish of newspapers. There's room for both radio and tv. The success of each is dependent on the ingenuity and aggressive selling of those engaged therein."

Last year he drew national attention to the radio situation by conducting a survey of 10 major agencies and six large advertisers. In general, he found that agencies and advertisers wanted more market and audience data, package rates on rate cards, expanded promotion activity, improved billing and similar service.

Gustav Karl Brandborg was born July 11, 1906, in Florala, Ala., moving to Tulsa in 1910. Since then Tulsa has grown into a city of 235,000. One of Tulsa's most loyal rooters, he serves on the Metropolitan Planning Committee. He is a Kiwanian and ex-president of Tulsa's downtown club as well as lieutenant governor of the Texas-Oklahoma District.

In 1944 he served as president of the Tulsa Advertising Federation and as governor of the 10th District, Southwest, of Advertising Federation of America. He is a Lutheran and has served the church as member of the board of deacons plus membership on the executive committee of the Synod of Kansas & Adjacent States. He has served several years as a member of the election committee, Russell Colgate Distinguished Service Awards, and on the National Radio Committee of the National Council of Churches.

This interest in religious affairs is reflected in KVOO's programming, as well as such other community activities as Community Chest committee chairmanships, board of Tulsa Better Business Bureau and an interest in the Tulsa Philharmonic Orchestra.

Industry activities include membership on the board of Oklahoma Broadcasters Assn. and an active part in a statewide audience promotion campaign. He was a member of the U. of Tulsa faculty two years, teaching a course in radio advertising and sales.

Having completed his formal education he studied to become a professional singer but soon became more interested in his father's building and contracting business. He left his father's firm in 1932 to join KVOO as a salesman and has been selling ever since.

Mrs. Brandborg is equally active in civic, religious and social activities. They built a home "out where the country begins" in 1940 but now are two miles inside the limits of the fast-growing city. Mr. Brandborg once listed golf as a hobby but his game got so bad he decided to take up fishing, with time also available for rose gardening. He is a member of the Men's Dinner Club, Tulsa Knife & Fork Club, National Sales Executives Club and Tulsa Country Club, to name a few of his social affiliations.

At last May's NARTB convention in Washington he was among those who caught an optimistic radio attitude in contrast to the gloom of the 1954 industry meeting. Based on his radio experience of nearly a quarter-century, he sums up the radio situation this way, "After 1932, the depths of the depression, nothing in the way of hard selling can frighten me. The future of radio has an ever brightening look."

He's just as enthusiastic about Tulsa, too. "There's no place like it," he will tell anyone anytime and then cite a hatful of statistics to prove how fast the city has grown and how much it will grow in the future.

WFBC-TV swamps competition

✓ in Carolina 4-County* Pulse Survey
✓ in Greenville, S. C. Metropolitan Area Survey

PULSE SURVEY OF TELEVISION AUDIENCE INDEX (4 counties)
SHARE OF TELEVISION AUDIENCE APRIL 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Station E	Other Stations
SUNDAY							
6:00 A.M.-12:00 Noon	21.3%	100%	0%	0%	0%	0%	0%
12 Noon-6:00 P.M.	33.4%	81%	12%	1%	1%	1%	4%
6 P.M.-11:45 P.M.	43.1%	65%	18%	6%	3%	3%	4%
MON. THRU FRI.							
7:00 A.M.-12:00 Noon	14.3%	65%	32%	0%	0%	0%	3%
12:00 Noon-6:00 P.M.	22.9%	63%	27%	6%	0%	1%	3%
6:00 P.M.-Midnight	40.7%	61%	14%	11%	5%	4%	5%
SATURDAY							
10:00 A.M.-12:00 Noon	28.2%	62%	37%	0%	0%	0%	1%
12:00 Noon-6:00 P.M.	29.3%	43%	41%	4%	1%	6%	5%
6:00 P.M.-Midnight	48.1%	52%	27%	11%	3%	3%	4%

* The four counties are Greenville, Anderson and Spartanburg, S. C., and Buncombe (Asheville) N. C. Market Data for the four counties, from SALES MANAGEMENT'S May 10, 1955, Survey of Buying Power, are as follows:

Population	559,300
Incomes	$726,284,000
Retail Sales	$481,774,000

PULSE SURVEY OF TELEVISION AUDIENCE INDEX
(1 county)—SHARE OF TELEVISION AUDIENCE APRIL 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
6:00 A.M.-12:00 Noon	26.5%	100%	0%	0%	0%	0%
12:00 Noon-6:00 P.M.	36.1%	90%	6%	1%	2%	1%
6:00 P.M.-11:45 P.M.	42.6%	78%	10%	3%	7%	3%
MON. THRU FRI.						
7:00 AM.-12:00 Noon	14.2%	78%	20%	0%	0%	2%
12:00 Noon-6:00 P.M.	22.7%	78%	17%	3%	1%	1%
6:00 P.M.-12 Midnight	39.5%	72%	7%	6%	11%	3%
SATURDAY						
10:00 A.M-12 Noon	26.3%	80%	20%	0%	0%	0%
12:00 Noon-6:00 P.M.	24.1%	61%	29%	3%	4%	3%
6:00 P.M.-12 Midnight	46.3%	73%	10%	5%	9%	3%

Greenville, S. C., Metropolitan Area Figures (Greenville County) from Sales Management are:

Population	181,800
Incomes	$269,835,000
Retail Sales	$174,225,000

"The Giant of Southern Skies"

For further information about these PULSE SURVEYS, and about the *total* WFBC-TV Market, contact the Station or WEED. Ask us also for details of the latest ARB Study.

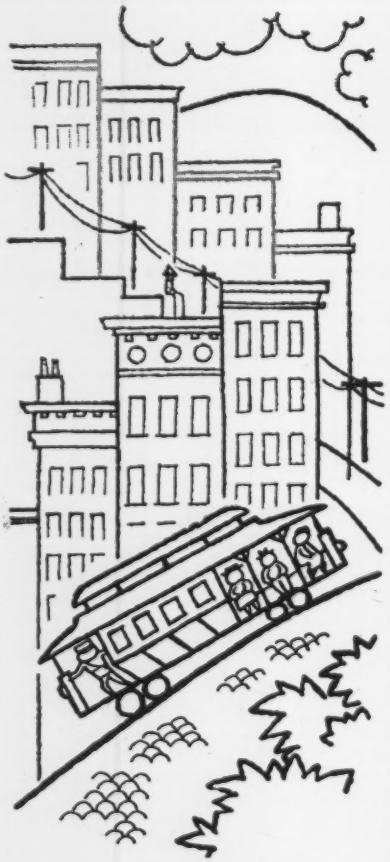
Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

Represented Nationally by WEED TELEVISION CORPORATION

WFBC-Radio (NBC Affiliate) is represented by AVERY-KNODEL

to cover the
SAN FRANCISCO
Bay area...



. . . use one of
America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

ROBERT RIEMENSCHNEIDER

on all accounts

IN ITS new building "at the water tower" on Chicago's near north side, just a commercial's throw off famed "Boul Mich," Schwimmer & Scott Inc. continues to cater to clients with a leaning toward broadcast media.

Sitting in literally on the ground floor is a lanky, boyish, pipe-smoking youth, Robert R. Riemenschneider, who shares the clients' feelings about the effective use of radio and television, particularly at the non-network (local and/or spot) level. Mr. Riemenschneider is timebuyer and media director at Schwimmer & Scott, a post to which he succeeded last October after other positions at the agency.

"I like the new trend in radio and television timebuying today," he told B•T. "Radio and tv are both re-establishing on new, much sounder bases. The realistic reappraisal of just what each has to offer advertisers is well underway. Radio is not dead nor is tv a cure-all answer to all sales problems. Each has much to offer if used intelligently."

A Chicagoan by birth (born Nov. 13, 1928), young Bob had wanted to get into the advertising business since he left New Trier High School in 1946. He then entered Northwestern U. and majored in advertising. During the summer he worked parttime as an announcer at Marshall Field's WFMF (FM) while a sophomore. After graduation five years ago, he joined Schwimmer & Scott, where he started writing space copy (for *Coronet* magazine, others). Later he branched into contact work on Citrus Products Co. (Kist beverages). In January 1952 he was appointed assistant to the executive vice president, assisting on contact and general supervision work on four of the agency's major accounts. Later, before becoming media director, he was an account executive.

In his present post he buys radio-tv time for Walgreen, Boyer International Labs (H-A Hair Arranger), Salerno-Megowen Biscuit Co., Wyler Soups, Red Dot Foods, Perfect Plus Hosiery, Lincoln-Mercury Dealers of Metropolitan Chicago, and Libby Furniture & Appliance Stores (heavy tv film advertiser).

Mr. Riemenschneider married the former Polly Caylor. They have two children, Bob, 3½, and Dick, seven months, and live near Glenview, Chicago suburb. Bob likes sports of all kinds, particularly golf and fishing when he finds time.

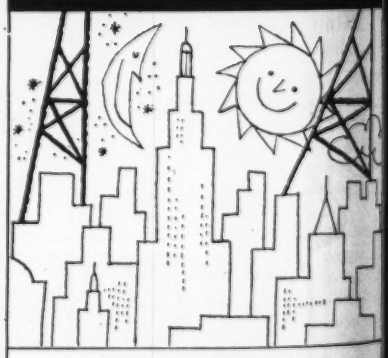
to cover the
NEW YORK
Metropolitan area
effectively...

these advertisers...

Adam Hats
Ballantine Beer
Carolina Rice
Crawford Clothes
Farm Bureau Insurance
Lady Esther
Martinson's Coffee
Shell Oil
Super Suds
Wheatena
American Airlines
Bayer Aspirin
Coca Cola
Dr. Lyon's
Good Humor
Libby's Frozen Foods
Merkel Meats
Slenderella
Herbert Tareyton
White Rock

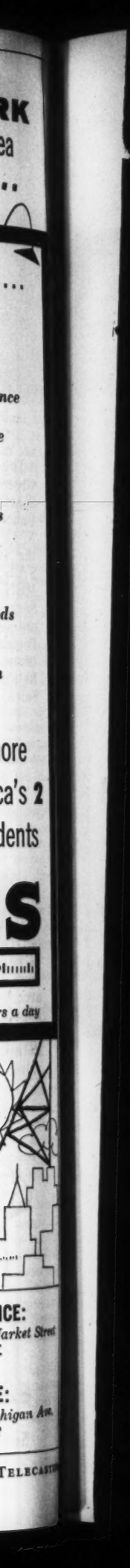
. . . and many more
use one of America's **2**
GREAT independents

WINS
1010
50,000 Watts . . . 24 hours a day



WEST COAST OFFICE:
Adam J. Young, Jr. • *593 Market Street*
Los Angeles, Calif.
YUkon 6-6769

CHICAGO OFFICE:
George Clark • *360 N. Michigan Ave.*
RAndolph 6-0712



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712
TELECASTING

Most comprehensive survey ever made of a radio audience

There's a new report out on radio listening. Advertisers will find it absorbing . . . for a good many reasons.

- It measures audience quality as well as quantity.
- It measures station preference as well as program preference.
- It measures listening habits 24 hours a day, upstairs, downstairs, indoors and out.
- Its sample is big—so big that the report is conclusive, definitive.

The survey was made by Alfred Politz Research, Inc., in an area that includes parts of four states. There are 197 radio stations to choose from in that area. But survey results show that 41.4 per cent of the adult listening audience is tuned daily to one station—WJR, Detroit.

Whether it's news, drama, farm reports, sports, homemaking shows, music, or variety—makes no difference. Morning, afternoon, evening, all night —no difference. The overwhelming percentage of people prefers WJR.

That's because WJR is a radio station with a personality. The personality accounts for circulation—millions of steady listeners who tune to WJR for the kind of programming they want.

The Politz report is fascinating—don't fail to read it! Either write WJR, Detroit 2, Michigan, or ask your local Henry I. Christal Company representative for a free copy.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

More for your advertising dollar . . . this year! That's the new, free WJR-Politz Survey. Get it today if you want to sell Detroit and the Great Lakes Area.

NOW PRODUCING

Cisco gets the ratings!

Syndicated Western-Adventure Shows

PROGRAM	HOUSTON PULSE FEB 1955	DETROIT ARB FEB 1955	CINCINNATI ARB FEB 1955	BALTIMORE ARB FEB 1955	CHICAGO ARB FEB 1955	San Francisco ARB FEB 1955
"CISCO KID"	30.2	28.1	31.8	27.8	25.3	21.7
SHOW "A"	20.0	16.3	10.1	18.9	9.4	15.5
SHOW "B"	11.2	7.1	15.8	25.2	11.8	★
SHOW "C"	18.4	6.2	★	12.2	★	★
SHOW "D"	15.4	14.7	15.1	★	5.5	21.2

Names of Western-Adventure Shows in comparison chart available on request

- 6th year for Interstate Bakeries in 10 markets
- 6th year for Nolde in Richmond and Norfolk
- 6th year for Wrigley Stores in Detroit

★ *Not Running*

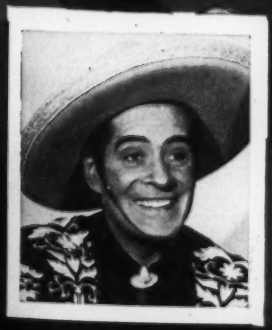
FOR FULL FACTS WRITE, PHONE OR WIRE . .

ZIV Television

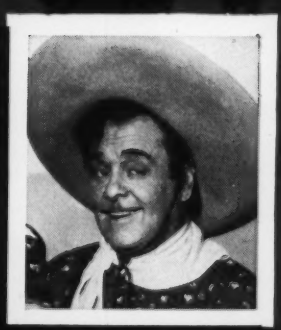
6th GREAT YEAR!

O. Henry's
Famous Robin Hood
of the Range

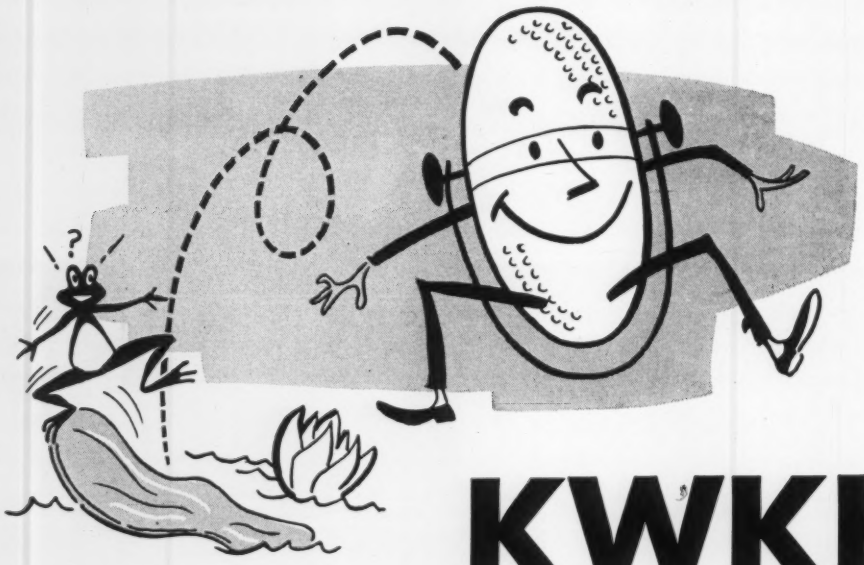
"THE CISCO KID"



Duncan Renaldo as
"CISCO"



Leo Carrillo as
"PANCHO"



KWKH SHREVEPORT

HOPS INTO *Frogmore*, TOO!

KWKH coverage will make *you* jump for joy, too—includes *thousands* of farms, *hundreds* of towns like *Frogmore* (La.)— within our 80-county daytime SAMS area.

KWKH is the home-town favorite, too. Latest Hoopers show KWKH leading its nearest "competitor" *morning, noon and night*—up to 104%!

Cost-per-thousand-homes is 46.4% *less* than that of the second Shreveport station. The Branham Company has the facts.

Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

August 1

NBC
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BROADCASTING TELECASTING

August 1, 1955 Vol. 49, No. 5

NBC-RCA PLAN COLOR PUSH IN FACE OF BEARISH INDUSTRY

- **NBC-TV plans fivefold jump in color shows this fall**
- **RCA pledges 'steady' flow of 21-inch color receivers**
- **But most other set manufacturers are moving cautiously**

NBC and RCA last week pledged themselves to get color television rolling this fall. If they succeed, it will be a triumph of bullishness in an arena that is full of bears.

The contradiction between the color optimism of NBC-RCA and the lukewarm-to-pessimistic attitude of most other elements in television was made clear in a statement released last week by NBC and in a B•T survey of some of the major tv receiver manufacturers.

NBC promised a fivefold increase in color programming this fall and RCA set production in quantity.

Other manufacturers told B•T of far less ambitious plans.

NBC'S BIG COLOR PUSH

IN FULFILLMENT of NBC-TV's role in a two-pronged color tv campaign by the network and its parent RCA, the network will devote almost five times as many hours to color broadcasting this fall as last, according to an announcement being released today (Monday).

Robert W. Sarnoff, executive vice president of NBC, said that this expansion in color programming will coincide with "a steady flow of 21-inch color receivers from the RCA assembly lines." He added:

"RCA and NBC-TV are pledged to make color television a truly mass medium as rapidly as possible. We expect the new NBC color schedule to be a powerful force in that direction."

As examples of the increase in color hours to be telecast by NBC-TV, Mr. Sarnoff cited several representative figures:

• In October 1955, there will be 37 hours of live studio programming, as against 7 in October 1954.

• In November 1955, there will be 41 hours as against 8.5 in November 1954.

• In December 1955, there will be 38 hours as against 9 in December 1954.

Mr. Sarnoff emphasized that the figures referred only to live studio programming and did not include outside pickups, such as World Series baseball games and proposed mobile-unit pickups for *Wide, Wide World, Today, Home, Tonight,* and *Howdy Doody.*

NBC-TV's color facilities, described by Mr. Sarnoff as "unmatched in industry," are being expanded still further with the construction of Studio 3-K in Radio City and with the installation of color equipment in the *Home* studio in New York. These facilities, Mr. Sarnoff said, are in addition to the network's Brooklyn color studio, the Colonial Theatre in New York, and the recently-dedicated Color City in Burbank, said to be the first studio designed for color "from the ground up."

Mr. Sarnoff noted that NBC-TV is now telecasting color shows on a daily basis, with Matt Dennis and Vaughn Monroe carried on Monday, Wednesday and Friday, and Tuesday and Thursday respectively in the 7:30-7:45 p.m. EDT segment. The color equipment installed on the *Home* set, he said, is scheduled to begin operating today on a series of daily 15-minute color inserts on the program (11:45-12 noon EDT). Mr. Sarnoff commented that this color programming provides "convenient opportunities for the public to see color programs in action in dealer showrooms through the country."

He reported that new additions to the color lineup include World Series baseball, National Collegiate Athletic Assn. football and Davis Cup tennis events. Mr. Sarnoff said all World Series games played in New York will be colorcast, and pointed out that with the Brooklyn Dodgers generally conceded to be the National League pennant winner, colorcasting of at least part of the series appears to be set. NCAA games to be presented in color are Miami-Georgia-Tech, Sept. 17; Notre Dame-Michigan State, Oct. 15; Iowa-Michigan, Oct. 29; Army-Navy, Nov. 26. The Davis Cup matches in New York will be colorcast on Aug. 27 at 2:30-5 p.m. EDT and Aug. 28, 2-5 p.m. EDT.

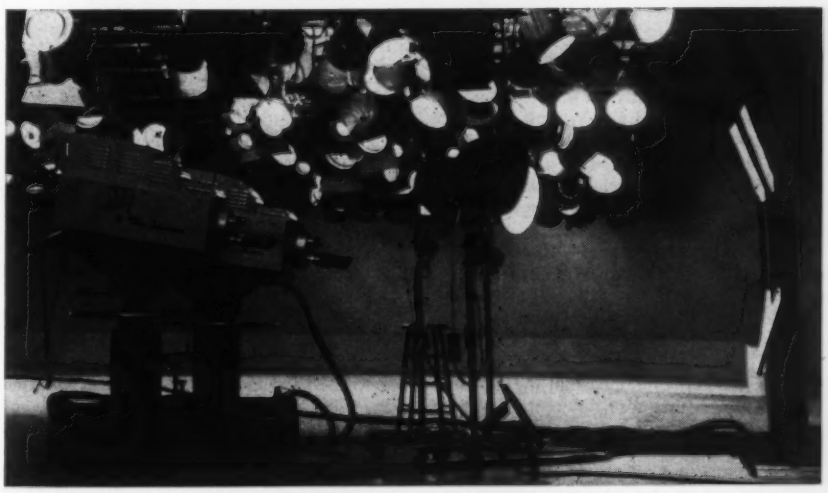
Other highlights of the NBC-TV color schedule include:

Milton Berle will present 13 color productions originating in NBC-TV's Color City at Burbank, beginning Sept. 27 (Tues. 8-9 p.m. EST); *Howdy Doody* will be carried in color "across the board," starting Sept. 12 (Mon.-Fri., 5:30-6 p.m. EDT); *Matinee* will provide a full-hour of midafternoon color, starting Oct. 3 (Mon.-Fri., 3-4 p.m. EST); *Color Spread* series of Sunday night spectaculars to be presented approximately one Sunday in four (7:30-9 p.m. EDT), starting Sept. 11; *Producers Showcase* will be carrier in color every fourth Monday (8-9:30 p.m. EDT); the NBC color mobile unit will contribute programming from all parts of America, providing segments for *Wide, Wide World,* probably to be scheduled on Sunday afternoon, and for *Today, Home, Tonight* and *Howdy Doody;* the Max Liebman spectaculars will continue to be presented on Saturday, 9-10:30 p.m. EDT.

Commenting on NBC-TV's present color programming and the expanded schedule for the fall and winter, Mr. Sarnoff declared:

"This huge expansion of color television programming which NBC-TV has underway means that color television is here today and that a substantial schedule of high budget programs already has become available for the public. We believe that the daytime programs will increase customer traffic in dealer showrooms and generate even greater consumer interest in color television. The thousands of inquiries we

THE COLOR SITUATION: CAMERAS, LIGHTS, NO RECEIVERS



THESE RCA color cameras are ready for use in NBC's studios for the network's biggest color schedule this fall. The network says its parent, RCA, will produce a "steady flow" of color television sets, but other set manufacturers make no such promises.

Advance Schedule Of Network Color Shows

CBS-TV

August color schedules not yet announced.

NBC-TV

Aug. 1 (7:30-7:45 p.m. EDT) *Matt Dennis* (Also Aug. 3, 5, 8, 10, 12, 17, 19, 24, 26, 29). Sustaining.

Aug. 2 (7:30 - 7:45 p.m. EDT) *Vaughn Monroe Show* (Also Aug. 4, 9, 11, 16, 18, 23, 25, Sept. 3). Sustaining.

Aug. 1-5 (11 a.m.-Noon EDT) *Home.* Color inserts daily at 11:45 a.m.-Noon. Participating sponsors.

Aug. 22 (8-9:30 p.m. EDT) *Producers Showcase,* "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

[Note: This schedule will be corrected to press time of each issue of B•T.]

have received from our audience as a result of last season's schedule of color spectaculars leads us to believe there is a great pent-up public curiosity about color and a solid interest in color set purchase. NBC-TV's policy is to push forward continually in expanding the number of hours of available color television broadcasting."

WHAT COLOR WILL COST

BOTH CBS-TV and NBC-TV color production experts agree that the color differential (added cost of production as compared to a black-and-white show) will slowly reduce as more color programs are placed on the air. As casts become acquainted with color problems and demands of equipment, rehearsal time will be reduced substantially, thus effecting savings in cost. As lighting is improved and additional studios provided for colorcasting, further reductions can be expected.

Thus, once color set circulation is a reality, network officials estimate that a major variety show would cost 10-15% more in color than in black-and-white. Currently, however, the added cost is far from fixed, varying from 2-4% more for a simple telecast of a color film to 25% more for special occasion shows. Some productions, because of special studio arrangements, can demand an addition in budgeting as high as 40%.

Nature of the show itself—whether it be *Howdy Doody,* which NBC-TV will telecast one-hour daily in color with special studio arrangements or the relatively simple format of a *George Gobel Show*—decides the added cost.

NBC-TV officials explained that the difficulty in pinning down the cost differential was in the network's wide range of programs to be offered this fall—90-minute spectaculars as compared to one-hour daytime dramas; color film one-shots compared to color segments in otherwise black-and-white only programs.

But they noted that longer rehearsal stands, differences in working conditions, lighting, costuming, etc., all have effects on the additional cost for color.

The network also is learning as it goes along with color programming. For example, NBC-TV will watch closely the cost factor of the new *Milton Berle Show* which will be in color and which will be following a somewhat closer pattern than the usual one-shot spectacular. (For example, how much more will it cost to produce Berle during this season in color compared with the previous season of Berle in black-and-white?)

Similar conflicting problems were cited by CBS-TV officials, who used as an example the variance in color cost between a colorcast of *What's My Line?* show or *Toast of the Town* program in color. Important factors to take into consideration in computing such comparisons, according to CBS-TV, are (1) the type of show, (2) the quantity and kind of scenery, the size of the cast and whether the program's a one-timer or a regularly scheduled show. Variance was put from 10% to 40% more for color compared to black-and-white.

[Note—ABC-TV has no color programs and no plans for color. The network intends to take up colorcasting only when it finds that color set circulation exists.]

SET MAKERS' BEARISHNESS

MAJOR MANUFACTURERS in the East have adopted a cautious, wait-and-see attitude toward color television, with the overwhelming majority hesitant to plunge into this phase of activity until the market is more favorable. Many have experimented with color tv or have produced sets in the past. Many are organized to manufacture sets once a decision is made to embark on color production.

As reasons for the lack of activity, manufacturers spokesmen advanced factors that have held up color tv set production in the past: limited color programming and high cost of sets. Manufacturers who have been producing receivers this year were reluctant to reveal production figures, or venture an estimate of the market for the remainder of this year and for 1956. Several called attention to an RETMA estimate placing color set production at 35,000 this year, if a "breakthrough" develops in the late fall as a result of expanded color programming by NBC-TV and CBS-TV.

Allen B. DuMont Labs has been marketing "a limited number" of 21-inch tube "Colorset" models, priced at $945, but has no immediate plans for extensive production. Research is being conducted by DuMont into a 22-inch rectangular color tube. A spokesman told B•T: "When the market is ready for color sets, we'll be ready."

CBS-Columbia reported that it is geared to produce color sets once the time is propitious but has no immediate plans. The company last year was among the first to manufacture a 19-inch color receiver. It is understood that the model, along with color receivers of other manufacturers, met with firm sales resistance and production was discontinued. The feeling at CBS-Columbia is that the company was "burned" once, and will not attempt color production until the market appears attractive.

General Electric Co. is holding firm to the opinion that the right tube has not been produced. Dr. W. R. G. Baker, vice president of the GE Electronics Div., often has voiced the view that there still is lacking a color tube that, with needed circuitry, can be made in quantity permitting the sale of a set at a price the consumer will meet. GE feels that a market for color tv sets does not exist at the present time nor will it be created at $500, which often is specified as the key to a mass market.

Emerson Radio & Phonograph Co. said it has not been producing color sets recently, and has no plans to begin such production.

Sylvania Electric Products Co. believes the time is "not ripe" for launching color set production at this time, but said it is prepared to go into large-scale production on short notice.

General Dynamics Corp., Stromberg-Carlson Div., Rochester, reports that since June it has been producing a 21-inch color set that retails at $895 in limited quantities. The company plans to continue to manufacture this set in quantities commensurate with the market outlook. Stromberg has discontinued production on its 17-inch color set, which it introduced in January 1954. A spokesman said the company believes the color market will expand gradually and Stromberg will act accordingly.

Philco Corp., Philadelphia, plans to introduce its first color sets in the fall. Philco will produce two 21-inch models, priced at $795 and $895 respectively. The company plans to produce only a limited number at the outset. The feeling of Philco is that color television will not be an important factor in the mass market until 1956, and has no immediate plans to launch extensive production until the middle of next year and then only if conditions warrant such a move.

Magnavox Co., Fort Wayne, Ind., last week unveiled its first color television set at a four day showing of the company's new line of television, radio and phonograph receivers in New York. The Magnavox 21-inch "Magnacolor" receivers, with a list price of $950, will be available in two basic cabinet styles and three finishes.

Frank M. Friemann, Magnavox president, told newsmen that two years ago Magnavox had taken a firm stand against manufacturing color tv sets until a receiver could be produced "with no compromise in picture quality." He said the current "Magnacolor" reciver met this requirement. A spokesman later told B•T that initial production of color sets is "very limited," but said Magnavox was ready to expand production in keeping with consumer demands.

Two Chicago manufacturers, Hallicrafters Co. and Motorola Inc., released further color plans a fortnight ago [B•T, July 25].

Hallicrafters, while unveiling its new uhf-vhf 21-inch color console receiver, stated plans for a "cautious, limited production" in color sets in anticipation of a limited market.

Motorola made its big bid for the color market by announcing price slashes on three color sets it is already marketing. The new prices begin at $695 for a color consolette and range up to $995.

ROBERT SARNOFF
Full speed for NBC color

WESTINGHOUSE TO SPEND $5 MILLION FOR '56 CAMPAIGN ON CBS RADIO-TV

Other substantial tv buys announced last week by Johnson & Johnson, Bell Telephone, Standard Brands and Alcoa. Westinghouse's Price cites all-time voting turnout in last election, for which tv received a large part of the credit.

WESTINGHOUSE Electric Corp. allocated $5 million for sponsorship of the 1956 election campaigns on CBS Radio and CBS-TV, topping at least four other major advertisers in television outlays last week.

Advertisers aside from Westinghouse are: Johnson & Johnson, Bell Telephone Co., Standard Brands and Aluminum Co. of America.

Westinghouse will sponsor all-inclusive radio and television coverage of the 1956 Presidential conventions and election on the CBS networks, Gwilym A. Price, president of Westinghouse, announced last Thursday. In addition the company will cover the high spots of the campaign on CBS from convention time until Election Day with a series of television and radio debates between the leaders of the major parties.

MR. PRICE

Westinghouse sponsored the political conventions, campaign and election in 1952 for the first time.

"Many political observers believe," said Mr. Price, "that the enormous vote which turned out in the last Presidential election and broke all records was in part a result of the way in which television carried the conventions and the campaign right into the living rooms of America. Westinghouse hopes that this next campaign will repeat that heartening result."

Betty Furness, who did the commercials for Westinghouse during the 1952 sessions, will appear on the Westinghouse 1956 convention programs.

When the last conventions were held, considerable areas of the country had little or no television coverage; next year practically every spot in the nation will be within tv reach. In 1952 there were 17.6 million tv sets in the U. S.; this time there will be well over 40 million receivers.

In 1952 both conventions originated from the same spot in Chicago, but next year the two sessions will be two thousand miles apart. The Democratic convention will open in the International Amphitheatre in Chicago on Aug. 13 and the Republican convention in San Francisco on Aug. 20. This will present enormously more difficult technical problems for television and radio coverage. The time interval between the two may be only a day or even hours, and the two could conceivably overlap if an all-out battle develops in the Democratic convention.

J. L. Van Volkenburg, president of CBS-TV, and Arthur Hull Hayes, president of CBS Radio, announced that preparations for 1956 coverage have been underway since September 1954 under the supervision of Sig Mickelson, CBS vice president in charge of news and public affairs, who also directed the 1952 coverage.

CBS television and radio coverage of the conventions, the campaigns and the election will embrace:

(1) A special program on the day before the opening of each convention, consisting of news commentaries and a tour of facilities at convention headquarters, with remote broadcasts from downtown hotel headquarters.

(2) Full broadcasts of the conventions' activity.

(3) A weekly progress broadcast of the campaign between the close of the conventions and election day.

(4) Complete national coverage of returns on election night.

CBS will concentrate on the Westinghouse-sponsored program its complete news-gathering and news-analyzing staff including, among others, Edward R. Murrow, Walter Cronkite, Robert Trout, Eric Sevareid, Charles Collingwood, Douglas Edwards, Allan Jackson, Larry LeSueur, Ron Cochran, Winston Burdett, Ned Calmer, Dallas Townsend, Louis Cioffi, Griffing Bancroft, Wells Church, Bill Costello, George Herman, Paul Niven, Daniel Schorr, Bill Shadel and Charles Von Fremd.

The nine-week series of debates on election issues between the conventions and the elections will be a "get-out-the-vote" series. On a similar series before the last election, the debaters on the Westinghouse program included such leading figures as John Foster Dulles, Thomas E. Dewey, Harold Stassen, Averell Harriman, Alben Barkley, and others.

The programs are being directed for Westinghouse by Ketchum, MacLeod & Grove, Pittsburgh. KMG and McCann-Erickson, New York, will share responsibility for the commercials.

In other purchases last week Johnson & Johnson, Brunswick, N. J., for its baby products, bought participations in four NBC-TV shows, to run during August and September. The programs include *Home, Tennessee Ernie, The World of Mr. Sweeney* and the *Ted Mack Show*. The sponsor intends to run a baby-of-the-week contest on the latter show as a tie-in with the baby product. Young & Rubicam, New York, is the agency.

Bell Telephone System, New York, bought a half-hour series of dramatizations of true human interest stories with John Nesbitt acting as narrator. The show is as yet untitled, but will go on the air during the coming season as soon as network and time have been selected. The series is packaged by the William Morris office and will be filmed in the Hal Roach Studios, under the executive direction of Hal Roach Jr. The producer will be Jerry Stagg, previously with the *Pulitzer Playhouse* and William Morris. N. W. Ayer & Son, New York and Philadelphia, is the agency.

Standard Brands, New York, through Ted Bates Inc., will sponsor three participations on NBC-TV's color spread and a quarter-hour on alternate weeks on both the *Tennessee Ernie Show* and *Pinky Lee*. In addition, the advertiser has signed up for sponsorship of *Topper* on Mondays, 7:30-8 p.m. on ABC-TV, starting this fall.

Aluminum Co. of America has an option on the Tuesday night 10:30-11 p.m. period on CBS-TV following the highly rated *$64,000 Question*. If Alcoa exercises its rights to the time it will sponsor *My Favorite Husband* in that period. The company underwrote Edward R. Murrow's *See It Now* in that time period last season but dropped the show early this summer. Fuller & Smith & Ross, New York, is the agency. A decision by Alcoa is expected early this week.

Cool Medium

IT'S "A BREEZE" selling electric fans—when television helps. On the July 4 *Westinghouse Studio One Summer Theatre*, Betty Furness demonstrated the Westinghouse Mobilaire fan. The following day, according to Sol Polk, president of Polk Bros. Stores in Chicago, 653 Mobilaire fans were sold in the company stores, and by July 11, 3,680 Westinghouse fans had been sold, including the Mobilaire model.

McCANN-ERICKSON ELEVATES CLYNE

TERRENCE CLYNE, vice president and chairman of the plans review board and a management service director of McCann-Erickson, New York, has been assigned management supervision of the agency's radio-tv department [B•T, CLOSED CIRCUIT, July 4], it was announced last week by Robert E. Healy, executive vice president.

MR. CLYNE

In his new capacity Mr. Clyne will be responsible for radio-television decisions at management level. The appointment of the plans review board chairman to take over the radio-tv department emphasizes the importance attributed to television. Mr. Clyne is expected to announce the personnel channels of command within the department early next week. In addition another vice president will be named to work under Mr. Clyne.

Prior to joining McCann-Erickson in 1954, Mr. Clyne was senior vice president of Biow Co. and was in charge of the radio and television department of that organization. In addition he was first in command of the Bulova Watch Co. account, which he still services at McCann-Erickson.

Before joining Biow, Mr. Clyne was a vice president and account executive with Free & Peters, station representative, and with the Wall Street firm, Merrill, Lynch, Pierce, Fenner & Beane.

Hamilton Watch Names Ayer

HAMILTON Watch Co., Lancaster, Pa., has named N. W. Ayer & Son, Philadelphia and New York, to handle its advertising effective Jan. 1, Arthur B. Sinkler, president of the watch company, announced last week.

The firm bills approximately $1.5 million annually and is a spot radio-tv advertiser. Hamilton has been with BBDO, New York, for more than a decade, which will continue to service the account during the rest of the year, Mr. Sinkler said.

AMERICAN AIRLINES

SELLING PLANE TRAVEL BY RADIO AT FIRST SEEMED RADICAL. BUT IT WORKED, AND NOW IT'S A BIG PART OF AMERICAN'S AD BUDGET

A FEW YEARS BACK the president of American Airlines came up with an idea for a radio show. It would run through the night, it would program music and news, and, to his way of thinking, it would put a lot of passengers aboard the airline's planes.

The idea was not well received. Company and agency executives told him that radio was best for "impulse" selling—and a plane flight is not something one takes on the spur of the moment. What the company had to sell was service, and it already had sold that commodity well enough to become one of the nation's largest carriers.

But President C. R. Smith persisted in his notion that radio would promote immeasurable goodwill. A look last week proved him right. *Music 'til Dawn,* the midnight to 5:30 a.m. broadcast he conceived, was running on nine stations across the country, and its mail pull was enough to boost radio into a position of prominence in American's advertising plans.

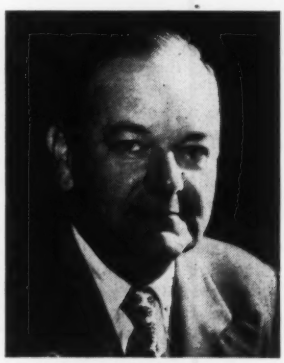
During 1954, American's domestic and international operating revenue totaled $214 million, leading the largest of its three chief competitors by $11 million. In the same period, American carried approximately 6 million passengers a total of almost 3½ billion miles—outdistancing the competition in both instances. It is one of the oldest airlines in operation, claims to be the largest and schedules more flights daily than any other airline in the U. S.

To maintain its standing in the airlines field and stimulate further expansion, American spends $4 million a year on advertising. Of that total amount, a healthy percentage is channeled into radio. The radio budget is devoted almost exclusively to *Music 'til Dawn.* American does some spot advertising but only for special coverage.

When B•T queried Ernest Hartman, supervisor of radio-tv on the American Airlines account at Lennen & Newell, New York, on reasons for the selection of a classical and semi-classical music format for American's radio campaign, he said the airline had wanted a quality broadcast which would parallel the quality of service it was advertising. "A number of program ideas were considered and the problem of appropriate air time was given a lot of thought before American decided on music played throughout the night," Mr. Hartman explained.

The situation was unique from the start. Nobody tried to sell American on a radio campaign. It was the airline, acting under Mr. Smith's leadership, that sold its agency, then Ruthrauff & Ryan, and CBS on the idea. At that time, Mr. Hartman was with WCBS New York as assistant program director where he fell heir to creating *Music 'til Dawn* within the general framework which Mr. Smith had suggested.

The show began in April 1953 on six CBS o&o stations: WCBS New York, WEEI Boston, WTOP Washington, WBBM Chicago, KCBS San Francisco and KNX Los Angeles.



AMERICAN'S SMITH

The idea called for compositions by Bach, Beethoven and Tchaikovsky intermingled with the music of such composers as Richard Rogers and Oscar Hammerstein, Victor Herbert and Jerome Kern. The accent was on relaxation and a pleasantly easy pace. American wanted to give its listeners, up and about in the wee hours, good music, well played and tastefully introduced by soft-spoken announcers at each of the stations which would carry the broadcast. Mr. Hartman was assigned to set up a sample program. When the final O.K. came it was from Mr. Smith, who had been active in the selection and type of music that would be the core of *Music 'til Dawn.*

The commercial plan was designed to parallel the program. Four commercials are aired the first hour each evening and five each hour thereafter. They are institutional in nature as the format of the program destines them to be. All advertising messages are under 40 seconds in length with some running only 15 or 20 seconds. Their function is to keep American in the mind of the listener so that he will come to identify the comfort, speed, convenience and dependability of flying not with air travel generally but specifically with American Airlines.

"Hard sell of any kind doesn't figure in our advertising plans," Mr. Hartman told B•T. "You can hammer away at a sales pitch and still people will fly only when they must or choose to. When they have reason to fly we want them to fly American. It's the potential passenger we try to reach with our radio show," Mr. Hartman said. Again, the mails reveal that the institutional commercial is a powerful sales technique in a long-range advertising campaign. "Many of *Music 'til Dawn* fans tell us they always fly American or that they plan to when they travel by air," Mr. Hartman said.

What was launched as a somewhat heroic experiment in radio broadcasting a little over two years ago was considered an immediate success by American. The music plan—an ambitious departure from the sort of tune one is likely to hear on post-midnight radio—drew favorable comment from listeners, some of whom perhaps were surprised to find that a somewhat mysterious art form known as classical music could be so thoroughly enjoyable. Their comments indicated they liked the almost non-speaking announcers who let them hear their music without uttering a word for stretches as long as 25 minutes at a time.

Response to the program prompted American to expand the series into other markets. During the past two years WWJ Detroit, KRLD Dallas and WLW Cincinnati have been added to the six stations originally chosen for the broadcasts. In over-all market selection, Mr. Hartman told B•T that the areas now covered by *Music 'til*

TAKES TO THE AIR

Dawn were selected to correspond with American's most heavily trafficked points. "If you were to superimpose our radio map on one of the U. S., you'd see that *Music 'til Dawn* reaches cities where American transacts most of its business," Mr. Hartman said.

The program, as it exists today, follows the same format that worked so successfully for the advertiser when it first went on the air in 1953. It is still supervised by Mr. Hartman who, soon after the show went on the air, moved to the agency side of the picture from WCBS. Handling the show has consumed most of his time ever since. To guarantee a set pattern and keep the show fairly uniform in each market, Mr. Hartman draws up a music schedule for each program. The schedules are sent out to each station carrying *Music 'til Dawn*. Although each station is allowed to substitute here and there, the schedule is followed pretty closely, Mr. Hartman said. The programming structure is so set up that the music plays without a repeat for a minimum of 36 shows. Only then is repetition of certain selections permitted.

Mr. Hartman pointed out that a major factor in programming *Music 'til Dawn* in any market is the selection of an announcer. "The original was Bob Hall at WCBS," Mr. Hartman told B•T. "He's still with the show and announcers on the other stations have much the same style that prompted us to choose Mr. Hall in the first place." When the show moves into a new market, as it did very recently at WLW Cincinnati, Mr. Hartman auditions all announcers being considered for the program. The man who lands the job knows his music, is soft-spoken, unhurried and pleasant. His voice must never be an intrusion on the program content or on the listener who tunes in *Music 'til Dawn*. Actually the personalities of both music and announcer must "match."

As a goodwill builder, a commercial vehicle, and a programming venture, *Music 'til Dawn* has been keeping American happy with its radio buy since 1953. But if the show's success is reflected in any one source, it is in the mail drawn from its audience, Melvin G. Marden, director of research on the account at Lennen & Newell, told B•T.

American has always been aware of the fans' approving nod. Ever since the show made its debut, favorable comments have been passed on to the airline either directly from listeners or through the announcers on the stations which air the show. However, it wasn't until January of this year that an accurate tabulation of mail—and Mr. Marden was quick to point out that all of it was unsolicited—was made. "The results even surprised us," Mr. Marden said.

The tabulation showed that an average of 1,200 pieces of mail are received each month from stations carrying *Music 'til Dawn*. The letters carry postmarks from 43 states plus many parts of Canada. "Between 96 and 98% of the mail is completely complimentary," Mr. Marden told B•T. "The remaining letters, although they have their critical points, generally contain constructive criticism," he said.

A really significant fact the tabulation revealed, Mr. Marden believes, is that of the total mail pull, 27% of the letter-writers mention American Airlines. "They tell us they fly American or plan to when they fly. Many of them write only to thank the airline for sponsoring a show like *Music 'til Dawn*. We know for sure now that the show has a great sponsor-identification value," Mr. Marden said.

In April of this year when the program was having its second anniversary, Mr. Marden told B•T, the agency was anxious to find out what might happen if mail were solicited. Announcers asked listeners to let them know what they thought of *Music 'til Dawn*. A typical response was the one at WCBS New York, Mr. Marden said. In one week, the request drew 800 letters from 27 states. That sort of listener loyalty makes agency and client agree that it was a wise move when American took to the air.

DIARY-RECORDER METHOD COMES NEAR TO MEETING ARF IDEAL, REPORT SHOWS

Conclusion can be drawn from preliminary, not final, compilation of Advertising Research Foundation's ratings review committee. That method meets 21 of the 22 standards set up in the group's first report, which was issued in December of last year.

THE COMBINATION diary and recorder method of measuring broadcast audiences rivals Ivory Soap in its proximity to purity, it appears from a report compiled by the working committee on standards and methods of the Radio-Television Ratings Review Committee of the Advertising Research Foundation.

The report is not final, however, and is subject to modification after the committee has received the comments of organizations now active in the audience measurement field, to whom ARF has sent copies of this preliminary report. This is the same procedure that was followed last fall when the ARF committee was preparing its "Recommended Standards for Radio and Television Program Audience Size Measurements."

When that volume appeared at year's end [B•T, Dec. 27, 1954] with its set of standards for the potential of audience measurement methods and its tabulation of the various methods now in use that showed how each compares with the committee's ideal, the comments of the various rating services were included as part of the book, despite the outspoken criticisms expressed by a number of the services. Furthermore, the ARF committee stated that its original report—the one sent to the audience measurement practitioners—was revised several times following the receipt of the practitioners' comments.

From comments B•T obtained from the various audience measurement organizations concerning this new report, it seems obvious that they are going to press for even more serious alterations in this new document.

The new report is a supplement to the former one and deals with only one method of program audience size measurement, whereas the earlier report dealt with ten: seven individual methods—the diary, recorder, personal coincidental, personal roster recall, personal unaided recall, telephone coincidental and telephone recall; and three combinations of methods—telephone coincidental and telephone recall, telephone coincidental and diary, and telephone coincidental and personal roster recall.

The technique of measuring the size of program audiences with which the new supplemental report deals is a combination method using data on listening and viewing of broadcast programs collected by recorders installed in a sample of homes to provide automatic records of set use and dial tuning within those homes and diaries in which the listening-viewing of other families is recorded by some member or members of those families. The technique, now being employed by A. C. Nielsen Co., was not discussed in the original ARF report as it was not in use at the time.

Of the 22 standards for an ideal rating service established by the ARF working committee, the diary-recorder method is credited with full compliance with 19 of the standards and with ability to meet two others if certain precautions are taken. Only in the last standard —that the net effect of non-sampling errors should not exceed the sampling error—is the method found lacking in what it takes to measure up to the committee's specifications.

The diary-recorder method is credited with meeting all of the information standards except one—that the measurement should report average instantaneous audience—and the report notes that the standard can be met if the diary findings are adjusted by recorder records.

The diary-recorder method also is given full marks for meeting the ARF procedure standards for rating services, except for the committee's qualification that the fixed panel operation utilized by this method requires care to see that the probability sample design is not lost through changes in the individual families included in the sample.

The diary-recorder method is found most lacking in its ability to meet the accuracy standards of the ARF committee. The supplementary report shows the method capable of controlling sampling errors, and of satisfactorily limiting non-response and processing errors, but nonetheless unable to eliminate from conditioning of tuning behavior and from errors in reporting the biases of the diary method.

Failure of the committee to conduct experimental research before making its pronouncement was the major criticism leveled at the report by American Research Bureau, which believes as a result of its own research in the field that the committee has reached some erroneous conclusions.

Jack L. Gross, New York manager of ARB, told B•T that his organization takes exception to certain portions of the report which ARB feels "have not been examined in the light of experimentation and research thinking now available." ARB was concerned, he said, over the statement in the original report regarding the effect of meters or diaries on tuning habits.

"Our research, conducted in the field, now shows us that the diary most certainly does not influence viewing—which is contrary to the committee's findings," Mr. Gross stated.

"Going a step further, we've done some research to see whether the tuning concept or the viewing concept should be the standard of the industry. Again our research has borne out our belief that the attended-set concept is the superior technique.

"Another point we are particularly concerned with, in the latest report, is that each of the criteria applied to the combination recorder-diary technique was given an affirmative answer by the committee if either the recorder or the diary could meet the test. Actually, if either method could produce this material alone, a full sample would be required. For example, with a pure diary technique, you would have 400 diaries if the sample size were 400 homes, and, according to the committee, this would be sufficient to produce audience composition. On the other hand, a pure recorder technique cannot produce audience composition, regardless of sample size.

Advantages Combined

"But in the committee's supplement, the combination recorder-diary technique gets a 'yes' answer because of the diary's ability to perform this function. The committee gives all of the advantages of the diary and recorder, individually, to the combination diary-recorder technique."

Mr. Gross also criticized the report for giving equal weight to all criteria. "Our feeling, and I think it is the consensus of the industry," he said, "is that these standards are of varying importance. For example, the personal coincidental technique, which is generally accepted as one of the most accurate regardless of cost, turns out to be one of the poorest according to ARF standards when measured in terms of the number of 'yes' and 'no' answers it receives.

"We at ARB will gladly submit to the committee any experimental work we have done in the last few months to support our reactions to the supplementary report," Mr. Gross said. "While we feel the entire report is basically a good one, there are just some instances where we would like to go on record in taking exception to the committee's thinking."

Dr. Sydney Roslow, director of The Pulse Inc., who has described the original ARB report as "an excellent promotion piece for the A. C. Nielsen Audimeter," was equally direct in describing the new report as an attempt to establish "one sole rating system." The new report "is substantially another espousal of the Nielsen Co.," he charged, stating that the Nielsen organization has made wide promotional use of the original report.

Calling this "both restraint of trade and

LATEST RATINGS

NIELSEN

Two Weeks Ending June 25—Radio

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(734)
1.	You Bet Your Life (NBC)	1,697
2.	People Are Funny (Toni) (NBC)	1,513
3.	Dragnet (NBC)	1,376
4.	Roy Rogers Show (NBC)	1,330
5.	FBI in Peace and War (CBS)	1,284
6.	My Little Margie (Philip Morris) (CBS)	1,238
7.	My Little Margie (Campana) (CBS)	1,238
8.	People Are Funny (Paper-Mate) (NBC)	1,238
9.	Gunsmoke (CBS)	1,238
10.	Our Miss Brooks (Amer. Home) (CBS)	1,192
Evening, Multi-Weekly (Average for all Programs)		(734)
1.	One Man's Family (NBC)	1,330
2.	News of the World (NBC)	1,146
3.	Amos 'n' Andy (CBS)	1,146
Weekday (Average for all Programs)		(1,238)
1.	Young Dr. Malone (CBS)	1,926
2.	Guiding Light (CBS)	1,880
3.	Ma Perkins (CBS)	1,880
4.	Helen Trent (Participating) (CBS)	1,789
5.	This Is Nora Drake (Toni) (CBS)	1,743
6.	Second Mrs. Burton (CBS)	1,743
7.	Our Gal, Sunday (Participating) (CBS)	1,743
8.	Perry Mason (CBS)	1,743
9.	Helen Trent (Amer. Home) (CBS)	1,651
10.	Road of Life (CBS)	1,651
Day, Sunday (Average for all Programs)		(504)
1.	Woolworth Hour (CBS)	1,238
2.	Adventures of Rin Tin Tin (MBS)	963
3.	Monitor (5:00-5:30) (NBC)	917
Day, Saturday (Average for all Programs)		(642)
1.	Gunsmoke	1,376
2.	Allan Jackson—News (1:25) (CBS)	963
3.	Allan Jackson—News (12:00) (CBS)	963

NOTE: Number of homes is based on 45,859,000, the estimated January 1955 total U. S. radio homes.

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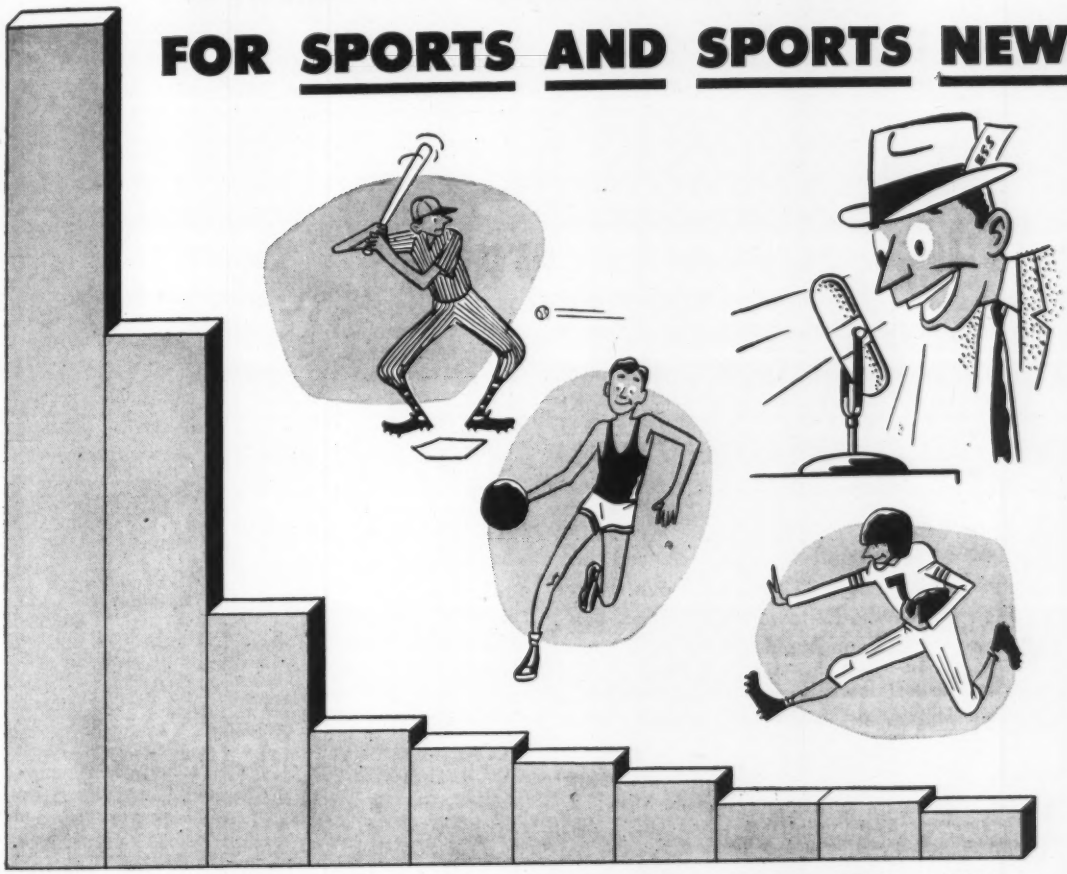
ARB

July Tv Top 10

		Rating
1.	$64,000 Question (CBS)	52.3
2.	Toast of the Town (CBS)	37.1
3.	I've Got a Secret (CBS)	33.0
4.	Two for the Money (CBS)	29.6
5.	The Best of Groucho (NBC)	29.1
6.	What's My Line (CBS)	28.6
7.	Lux Video Theatre (NBC)	28.0
8.	Ford Theatre (NBC)	27.2
9.	Climax (CBS)	26.9
10.	Robert Montgomery Presents (NBC)	26.9
		Viewers
1.	$64,000 Question (CBS)	47,560,000
2.	Toast of the Town (CBS)	35,190,000
3.	I've Got a Secret (CBS)	28,890,000
4.	Disneyland (ABC)	25,510,000
5.	Two for the Money (CBS)	24,250,000
6.	Ford Theatre (NBC)	23,540,000
7.	The Best of Groucho (NBC)	23,420,000
8.	What's My Line (CBS)	22,710,000
9.	Climax (CBS)	22,100,000
10.	Dragnet (NBC)	21,870,000

Copyright American Research Bureau.

WHO IS IOWA'S FAVORITE RADIO STATION FOR SPORTS AND SPORTS NEWS



THE facts above are a tiny fraction of Iowa's listening habits and preferences—now brought up to date in the *seventeenth* annual Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan.

You should have a copy, because this completely authoritative study can remove the danger of guess-work or "hunches" from your promotion plans in Iowa. Please write us, or Free & Peters.

WHO is *glad* that our own interests are also best served when you know the *full truth* about radio and television in Iowa.

NBC Affiliate

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

KWWL FULL POWER 316,000 WATTS

Waterloo-Cedar Rapids Iowa's largest TV coverage

NBC

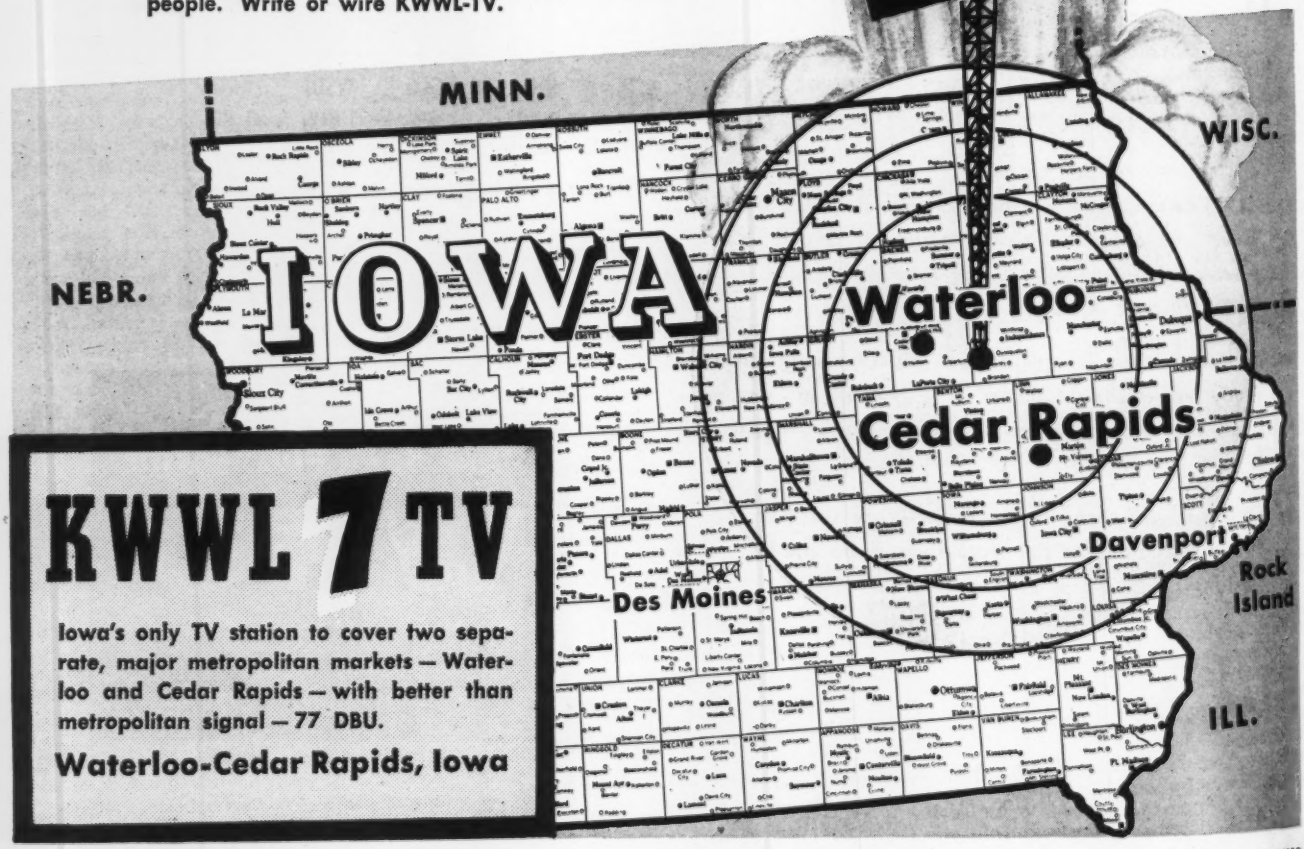
316,000 watts signal will be released on **Channel 7** from new **1125 feet (above average terrain) KWWL-TV tower** located between Waterloo and Cedar Rapids, Iowa.

Iowa's **tallest** tower . . . Iowa's **biggest** industrial market in the heart of the **richest** agricultural area on earth. Full impact to be seen and heard by **over one million (1,000,000) people. Write or wire KWWL-TV.**

1125 FEET above average terrain

1087 FOOT TOWER

OVER 250,000 SETS



KWWL 7 TV

Iowa's only TV station to cover two separate, major metropolitan markets — Waterloo and Cedar Rapids — with better than metropolitan signal — 77 DBU.

Waterloo-Cedar Rapids, Iowa

monopoly," Dr. Roslow recalled that "Pulse fought such an attempt in the courts earlier," citing the legal action against C. E. Hooper Inc., when Hooper "tried to establish that company's system as the sole system in San Francisco." Suit was dropped when Hooper agreed to stop circulating a report of a meeting allegedly held in San Francisco with a group of agency executives who reportedly agreed that there should be only one rating service there and that one Hooper's [B•T, April 20, 1953].

Dr. Roslow also criticized as "not acceptable" the report's "mere crediting of a 'yes' against theoretical standards, without consideration of the theory behind the measurement system." He said that "the theory of the diary-Recordimeter-Audimeter combination has not been considered" although "the Nielsen diary system is a combination of all three."

"Does the combination of these three methods measure all sets in the household?" Dr. Roslow asked. "What about the battery-portable sets?" And, "Does the recorder concept imply that the Nielsen Recordimeter is a recorder?"

Edward Hynes Jr., president and treasurer of Trendex, was one of those who protested that the committee's standards are untested. They should have been subjected to experimental proof before release, he said, asserting that some of them cannot measure up to such tests.

He maintained that the supplement was "unnecessary," and that the telephone coincidental technique—which Trendex uses—should not have been included either in the original report or in the supplement now in preparation. The Trendex view, he explained, is that the study relates only to national ratings, whereas the telephone coincidental method alone is used only by Trendex, which makes comparative program popularity ratings.

C. E. Hooper Inc. declined to be quoted for publication at this time, although the company is understood to have sent a strong letter of critical comments to the committee.

A. C. Nielsen Co. has forwarded its reactions to the report and its suggestions to the ARF committee, but will make no public comment until the report is published by ARF this fall, E. P. H. James, Nielsen vice president, told B•T.

"Our reply was extremely moderate; there were no complex issues involved," he said. "Nielsen has refused to indulge in any controversy or slugfest since the original report was published." He noted that a precedent on comments had been set then which he assumed would be followed now. Mr. James also declined to comment on Dr. Roslow's charges that the report was an "espousal" of the Nielsen system.

The supplementary report, like the first one, was prepared by a working committee on standards and methods whose members are: G. Maxwell Ule, Kenyon & Eckhardt research vice president, chairman; E. L. Deckinger, research vice president of Biow-Beirn-Toigo, and Donald W. Coyle, ABC's director of network tv research. Dr. Deckinger is chairman of the ARF Radio-Television Ratings Review Committee of which the working group is a subcommittee.

Pressed by B•T to release for publication the supplementary report, whose distribution to the rating service organizations had given rise to a host of rumors among broadcasters, advertisers and advertising agencies, ARF officials said that the present report is only a rough, preliminary document which has not as yet been presented to the Foundation's board and is not expected to be until the committee has re-examined it in the light of the comments of the audience measurement firms. This, ARF said, will probably delay submission of the final report for board approval for 75 to 90 days.

ARF did agree, however, to issue an explanatory statement "to clear up any possible confusion" in connection with the new report:

"About a month ago ARF's working committee on standards and methods, a subcommittee of the Radio-Tv Ratings Review Committee, completed a draft of a report designed to supplement the 'Recommended Standards for Radio and Television Program Audience Size Measurements' issued last December. Following ARF's regular and established procedure, this draft was sent, a short time ago, with a request for their comments, to the same six radio-tv research rating practitioners who had cooper-

PREVIEW

Wall plastic surgery is new 'Medic' commercial

OUTDOING the fairy tale peddler's offer of new lamps for old, the new Styron commercials which are to start Aug. 8 on the Dow Chemical Co. *Medic* series on NBC-TV offer the housewife new walls for old. The one-minute and two-minute commercials, filmed by Transfilm for the sponsor through the agency, McManus, John & Adams, will replace the Saran Wrap limbo spots previously included in the Monday evening telecasts.

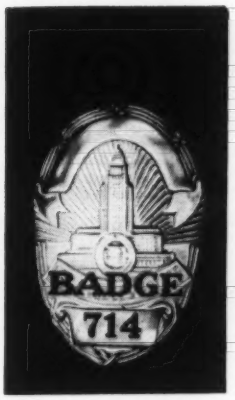
Here's the script of the opening two-minute commercial for Styron plastic wall styles as it will appear on *Medic* Aug. 8:

VIDEO	*AUDIO*
THREE-QUARTER SHOT OF GIRL SITTING AT STOVE PENSIVELY STIRRING POT. BEHIND STOVE IS SPLATTERED OLD WALL. MATCH DISSOLVE TO SAME SHOT WITH TILED WALL.	This woman would *like* to modernize her kitchen . . . . . but all she does is dream. Yet that room *could* be transformed in just one day . . . . . with wall tiles made of Styron plastic. These lovely, light-weight wall tiles, with their perfectly matched colors, bring a modern dressed-up look to your kitchen, your laundry, your bath—to *any* room where you need smooth, easy-to-care-for wall surfaces. Yes, in just a single day, an entire room such as this kitchen can be modernized with wall tile made of Styron. The cost? *Far* less than you'd expect . . . for plastic wall tiles not only are easy to apply . . . . . they go right over old walls without costly, messy remodeling. Once your room is *finished*, it's a breeze to keep sparkling clean. Just detergents and water will keep Styron wall tiles as bright and new as the day they were bought. As colorful, too . . . . . for their beautiful decorator colors won't fade or spoil no matter *how* often they're washed. When you select plastic wall tile for your home there is one thing you should bear in mind. Don't be misled by price alone. It's important to buy *quality*—quality that's *guaranteed*. This "certified dealer" emblem will soon be appearing at better stores everywhere. It signifies the store which has been specially selected to give you a certificate guaranteeing wall tile "made of Styron"—guaranteeing to meet standards issued by the United States Department of Commerce, as required by the F.H.A. Plan now to enjoy the carefree beauty of plastic wall tile in your home. And for guaranteed quality—ask your certified dealer for wall tile "made of Styron".
PULL BACK TO REVEAL FULL KITCHEN.	
CUTS OF GLAMOUR SHOTS OF KITCHEN.	
DISSOLVE TO HANDS INSTALLING TILE.	
DISSOLVE TO HANDS WASHING WALL.	
DISSOLVE TO GLAMOUR SHOTS OF KITCHEN.	
DISSOLVE TO COUPLE AND DEALER IN STORE. DOLLY IN TO EMBLEM ON COUNTER. DOLLY IN FOR COPY DETAIL.	
PAN TO STYRON LABEL AND TITLE DISPLAY.	

with the new **BADGE 714** *se*

Opportunity knocks a*g*ro

14 series
s a 3rd time



Sign up now for this *third* series of 39 "BADGE 714" episodes, starring Jack Webb, for first-run syndication sponsorship.

As DRAGNET on network, the episodes making up this third series of "BADGE 714" averaged a national Nielsen rating of 46.0*. Sponsor these same episodes and you will have a sure-fire formula for attracting your market's biggest TV audiences to your sales messages.

As "BADGE 714" locally, the second series outrated all time-period competition, network and local, in 21 of 29 ARB markets in February.

Take advantage of this opportunity to sponsor "BADGE 714" in your markets. Phone, wire or write today.

**Nielsen Television Index: September, 1954—March, 1955*

NBC Film Division

serving all sponsors...
serving all stations...

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.

ated with the Foundation by studying and commenting on the original 'Recommended Standards' report. Four replies have so far been received. These, along with any other replies, will be studied by the working committee in the process of preparing the supplement.

"In sending the draft of the proposed supplement to the services, Dr. Deckinger, chairman of the Committee, said that: 'Prior to the publication of that document (Recommended Standards), the Advertising Research Foundation submitted drafts to the various rating services for their comments. The ARF received considerable help in formulating the final document from the comments of the various services. Subsequently, the "New Combination Method" has come into commercial practice. Accordingly, the committee that prepared the first report has also prepared a supplement. . . . As in the case of the original document, ARF is, prior to publication, sending this document to the practicing services for their comments. . . .'

"When the original 'Recommended Standards' report was prepared, the committee held many conferences with the practitioners, gave each a full opportunity to present his opinions and the report was revised several times. The committee plans to follow the same procedure in completing the supplement.

"The ARF has established this practice because it believes, first, that the practitioners can make a real contribution to the committee reports at the time they are being prepared and, second, that advertiser, advertising agency and media executives interested in radio-tv program ratings should have an opportunity to consider and study the opinion of each and every practitioner, along with those of the committee, especially where differences may exist between such opinions.

"The working committee will meet soon to carefully review the comments supplied by all the practitioners and will either revise the report or issue it as written with the full comments of the practitioners embodied therein. Since it may be necessary to ask some of the practitioners for further information regarding the statements which they have made, or submit a revision of the report to them for further comment, it may be several months before the report is finished. It is obvious, therefore, that the report cannot be available until it is completed, and it cannot be completed until the comments are studied and revisions, if necessary, made."

Increased Auto Radio Use Cited in Nielsen Report

WITH DAYS longer and warmer in the summer, both timebuyers and stations now study figures of auto listening with additional care and interest, according to A. C. Nielsen's *Newscast* bulletin for July. Nielsen noted that in the St. Louis area, for example, that at 4:30 p.m., Sundays, auto radio usage is 39.6% that of in-home listening. Counting 68,400 families using radio indoors, Nielsen found a bonus of 27,000 more using auto sets. The *Newscast* also reported that a local morning radio musical strip in New York in April reached 170,000 homes per broadcast and 902,000 different homes in four weeks. At an average of 1.5 listeners per home, Nielsen figured 1,353,000 people caught one radio show on a single radio station in the market that is the country's largest in television.

Publicidad Badillo Opens in New York

WHAT was said to be the first Spanish language speaking advertising agency in the continental U. S. was formally opened in New York last Wednesday by Publicidad Badillo Inc., whose home offices are in San Juan, P. R. The New York office is in the Chanin Bldg., 122 East 42nd St., New York 17, telephone Murray Hill 2-0521.

MR. BADILLO

Publicidad Badillo, headed by President Samuel Badillo, is described as the largest agency in Puerto Rico, where it has operated for almost 11 years. Its annual billings are estimated at $1.25 million of which officials said approximately 65% are in radio-tv.

Harwood Hull Jr., PB executive vice president and former general manager of the Puerto Rican Radio Network and correspondent for NBC, ABC, and Mutual in the Caribbean, is currently in charge of the New York office. Other executives of the Puerto Rican agency will be assigned there from time to time. Mr. Hull will be assisted by Edgardo Vasquez-Bruno, formerly with the Puerto Rican Economic Development Administration. Miss Paquita Rivera Rotger, formerly of the San Juan office, who has been instrumental in setting up the New York operation, will be assigned there permanently.

Mr. Hull said Publicidad Badillo's New York operation will specialize in advertising for the Spanish-speaking market and will use radio, tv, and other media in New York, Chicago, and elsewhere both in the continental U. S. and in Latin American countries.

Immediate objectives in setting up the New York office, according to President Badillo, are to specialize in New York's Spanish-language market (more than 800,000 persons, of whom over half are Puerto Ricans); provide better

MR. HULL

MR. VASQUEZ-BRUNO

service to continental U. S. accounts of the Puerto Rican office and to associated agencies in New York which handle advertising in Puerto Rico; to play host to account executives of the San Juan office in order to improve their knowledge of American advertising and marketing, and to offer its services to domestic agencies interested in Spanish-speaking markets.

Accounts handled by the parent agency in Puerto Rico include Frigidaire, Shell, Sylvania, Hazel Bishop, Sears, Roebuck & Co., B. F. Goodrich, American Tobacco, Pontiac, Cinzano Vermouth.

NORTH DAKOTA-UTAH

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

NORTH DAKOTA	Total Farms	Farms With Tv	% Tv Farms
Adams	555	37	6.7
Barnes	1,798	521	29.0
Benson	1,331	96	7.2
Billings	358	7	2.0
Bottineau	1,677	490	29.2
Bowman	537	5	0.9
Burke	892	57	6.4
Burleigh	1,026	296	28.8
Cass	2,323	1,365	58.8
Cavalier	1,794	43	2.4
Dickey	1,171	197	16.8
Divide	907	24	2.6
Dunn	1,059	31	2.9
Eddy	556	29	5.2
Emmons	1,259	261	20.7
Foster	612	78	12.7
Golden Valley	424	1	0.2
Grand Forks	1,886	466	24.7
Grant	1,018	115	11.3
Griggs	805	200	24.8
Hettinger	887	62	7.0
Kidder	871	141	16.2
La Moure	1,365	247	18.1
Logan	827	67	8.1
McHenry	1,596	478	29.9
McIntosh	982	22	2.2
McKenzie	1,202	10	0.8
McLean	1,859	308	16.6
Mercer	852	46	5.4
Morton	1,453	427	29.4
Mountrail	1,279	175	13.7
Nelson	1,104	93	8.4
Oliver	555	97	17.5
Pembina	1,519	120	7.9
Pierce	957	62	6.5
Ramsey	1,269	82	6.5
Ransom	1,140	393	34.5
Renville	833	270	32.4
Richland	2,325	939	40.4
Rolette	1,001	88	8.8
Sargent	1,168	295	25.3
Sheridan	865	67	7.7
Sioux	318	47	14.8
Slope	447	5	1.1
Stark	1,169	87	7.4
Steele	862	353	41.0
Stutsman	2,042	288	14.1
Towner	884	42	4.8
Traill	1,326	669	50.5
Walsh	2,084	159	7.6
Ward	1,983	603	30.4
Wells	1,391	89	6.4
Williams	1,536	28	1.8
Totals	61,939	11,178	18.0

UTAH	Total Farms	Farms With Tv	% Tv Farms
Beaver	342	...	0.0
Box Elder	1,660	1,042	62.8
Cache	2,184	1,033	47.3
Carbon	315	37	11.7
Daggett	49	...	0.0
Davis	1,333	989	74.2
Duchesne	892	24	2.7
Emery	718	21	2.9
Garfield	329	1	0.3
Grand	59	1	1.7
Iron	465	...	0.0
Juab	337	179	53.1
Kane	162	...	0.0
Millard	1,094	969	22.1
Morgan	237	136	57.4
Piute	202	...	0.0
Rich	275	38	13.8
Salt Lake	2,072	1,598	77.1
San Juan	272	5	1.8
Sanpete	1,363	556	40.8
Sevier	923	107	11.6
Summit	443	219	49.4
Tooele	309	214	69.3
Uintah	867	7	0.8
Utah	3,179	2,264	71.2
Wasatch	340	109	32.1
Washington	637	...	0.0
Wayne	290	...	0.0
Weber	1,477	973	65.9
Totals	22,825	9,795	42.9

On the air . . .

SEPTEMBER 3

CHANNEL 3

The ONLY low Channel, the ONLY MAXIMUM POWER station serving E. TEXAS—N. LOUISIANA— S. ARKANSAS.

VIDEO . . . . 100,000 watts
AUDIO . . . . 69,800 watts
TOWER . . . . 1,403 feet above sea level.

It's a BILLION DOLLAR MARKET!
. . . 1,351,700 population*
. . . 151,941 TV sets†

* SM † RETMA

KTBS-TV CHANNEL 3

SHREVEPORT, LA.

E. NEWTON WRAY
President and General Manager

NBC

Nationally Represented by Edward Petry & Company

FROM MCA-TV FILM SYNDICATION

GENE AUTRY

ROY

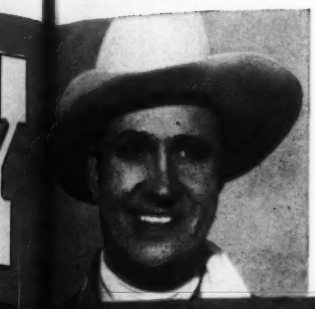
LLOYD C. DOUGLAS

"DR. HUDSON'S SECRET JOURNA

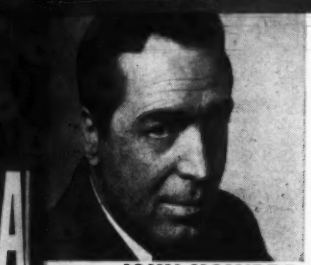
RAY M

...the first top situ

top quality fall programming



ROGERS



starring **JOHN HOWARD**

MILLAND SHOW

comedy to hit syndicated TV

56

HOUR-LONG FEATURES

Hand-picked, top budget Republic Pictures Corporation feature films (53 min., 20 sec.) starring Gene Autry and a cast of top supporting players. Immediately available for local or regional sponsorship.

67

HOUR-LONG FEATURES

Republic Pictures Corporation high budget productions (53 min., 20 sec.) starring Roy Rogers and featuring a well-known supporting cast. Immediately available for local or regional sponsorship.

39

HALF-HOUR FILMS

A brilliant new series of dramas taken from the best seller by Lloyd C. Douglas, internationally famed author of "Magnificent Obsession" and "The Robe." Immediately available for local or regional sponsorship.

52

HALF-HOUR FILMS

First-run in over 100 markets. Hilarious comedies featuring Ray Milland, one of America's most popular actors. Sponsored for two straight years by General Electric. Immediately available for local or regional sponsorship.

MCA TV

Film Syndication

AMERICA'S [illegible] PROGRAMS

A SHOW FOR EVERY PRODUCT... EVERY MARKET... EVERY BUDGET!

Guy Lombardo and His Royal Canadians • Mayor of the Town • Man Behind the Badge • Waterfront • The Lone Wolf • Abbott and Costello • Where Were You? • Famous Playhouse • Pride of the Family • Space Ranger • City Detective • Heart of the City • Biff Baker, U.S.A. • Curtain Call • Follow That Man • Hollywood Off-Beat • I'm The Law • Playhouse 15 • Royal Playhouse and Counterpoint • Soldiers of Fortune • Telesports Digest • Touchdown •

Radio, Tv Outpull Papers In Response to Car Offer

THE IMPACT of the broadcast media on their audience was effectively demonstrated by a midwest department store which used radio, tv, newspapers and direct mail in a two-week campaign to tell the people of its community that one lucky individual would be given a new Mercury by the store.

Each entrant filled in a card with his name and address and also was asked to tell how he learned of the offer, *Department Store Studies* reports. A total of 34,544 persons answered, 48% of the entrants, according to *DSS*, which gives the following tabulation of the expenditures and returns for each medium:

Media	% of total advertising dollars spent in the media	% of filled in cards indicating media (where they found out, etc.)
Newspapers	87% of total ad money	35% said newspapers
Radio	1.3% "	5.4% said radio
Tv	4.1% "	14.6% said tv
Circulars	7.6% "	13.8% said circulars
Did not remember or several media	——	31.2%

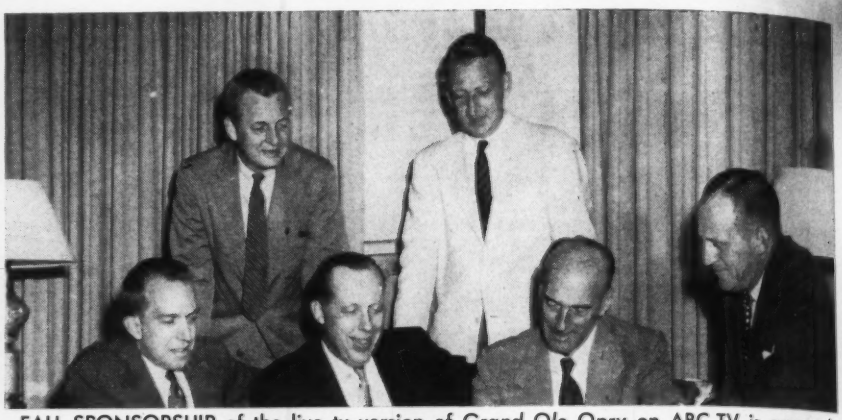
The store, which had never before used radio, observed the results and now, says *DSS*, is using 15% of its total budget for radio, taking this money "directly out of its newspaper budget."

Women's Role at Grey Adv. To Be Featured in Tv Panel

THE CELEBRATION of Grey Adv.'s 38th anniversary and the important role women play in advertising will be the themes of *Food for Thought* on WABD (TV) New York Thursday.

The show will feature a special panel of four women executives from Grey who will engage in a question-and-answer session with a group of college girl advertising majors from four colleges.

Replete with birthday cake and illustrations of how women serving in key posts in all departments of Grey put together national campaigns, the Grey women's panel will include: Florence Goldin, vice president and director of women's products; Estelle McBride, copy supervisor; Eva Hoffman, art department, and Sue Davis, radio-tv commercials writer.



FALL SPONSORSHIP of the live tv version of *Grand Ole Opry* on ABC-TV is arranged by (l to r): seated, Maury Malin, advertising manager, Chows Div. of Ralston Purina Co.; Jack DeWitt, president of WSM Inc., which originates the show; Gordon Philpott, vice president, advertising and promotion, Ralston Purina; Bill Fisher, vice president, Gardner Adv. Co.; standing, Jack Leach, Gardner vice president and account executive on Ralston Purina, and Irving Waugh, WSM commercial manager.

Ralston Purina to Sponsor 'Grand Ole Opry' on ABC-TV

COMPLETED plans for Ralston Purina Co., Chows Div., sponsorship of *Grand Ole Opry* as a live television show on ABC-TV this fall have been announced by Gardner Adv. Co., St. Louis agency handling the account.

Ralston Purina signed for every fourth Saturday, 8-9 p.m. EST, starting in October in 130 markets and will advertise its full line of Purina livestock and poultry chows.

Grand Ole Opry, making its first tv venture,

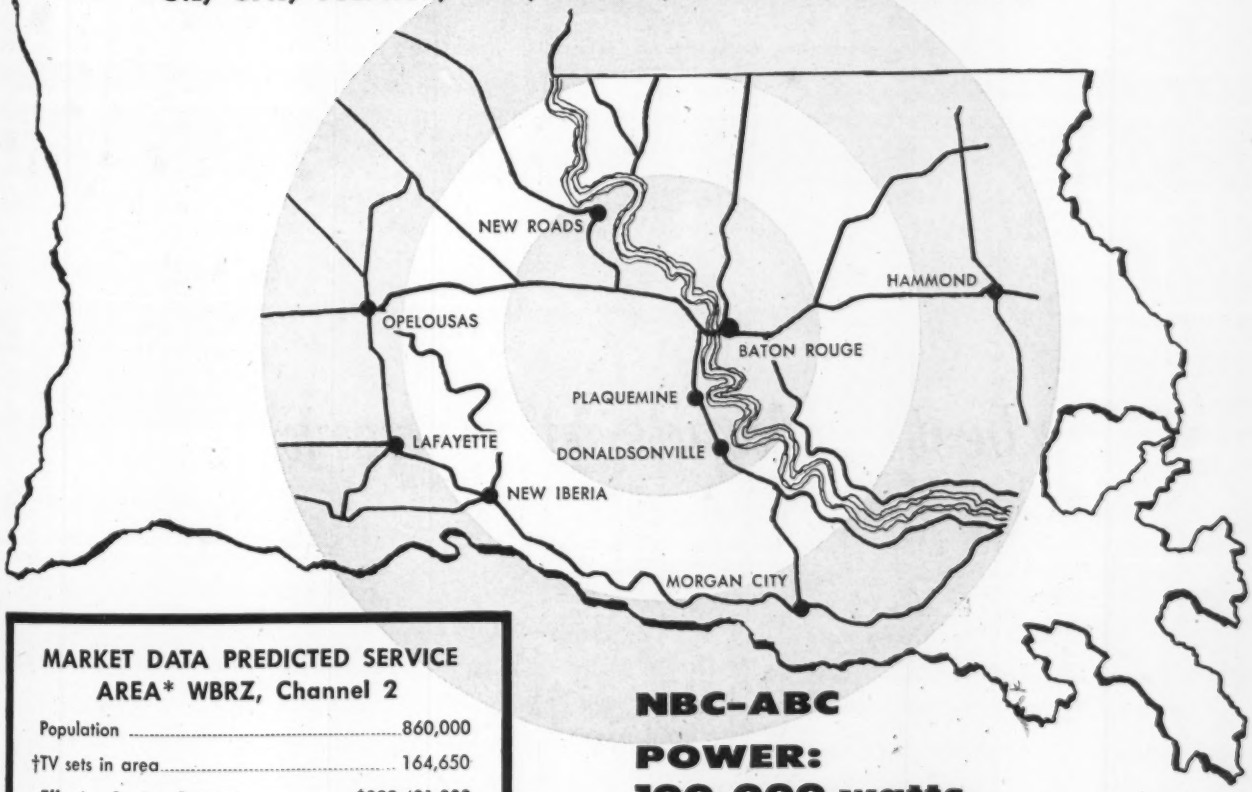
pass the pleasure!
WKHM does just that every week with the midwest's biggest football games . . .
UNIVERSITY OF MICHIGAN
NOTRE DAME
save 10%
Buy any 2 or more of these powerful stations and save 10% from rate card.
WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan
represented by HEADLEY-REED
that's why everyone tunes to
WKHM
JACKSON, MICHIGAN
Frederick A. Knorr, President
John O. Gilbert, Managing Director
KNORR Broadcasting Corporation

TARGET: • $899,481,000.00
• Buying Power Market

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana. New payrolls—new wealth are generated in Louisiana by OIL, GAS, SULPHUR, SALT, LUMBER, INDUSTRY, AGRICULTURE



MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954

*Class "B" †Television Magazine

NBC-ABC

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 inches

Largest TV Antenna in the United States 12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

The best weekends in network radio are o

the CBS Radio Network

***No matter where they spend their summer weekends, more people enjoy themselves with CBS Radio than they do anywhere else in network radio. During the weekend, the average sponsored program on CBS Radio commands a 45% greater audience per minute than the number 2 network. This makes every minute count that much more on the* CBS RADIO NETWORK**

Source: Nielsen Radio Index, Second Report for June, 1955; 8:00 a.m. to 11:00 p.m., Saturday and Sunday (Average Audience basis).

will originate live from Ryman Auditorium, Nashville, home of the show since it originated as a regional radio show in 1926, subsequently becoming a network radio program in 1939.

Neale to Head Radio, Tv At Dancer-Fitzgerald-Sample

IN THE REORGANIZED radio-tv department of Dancer-Fitzgerald-Sample, in which James Neale, vice president of the agency, assumes duties as director of radio and television [AT DEADLINE, July 25], a series of personnel promotions was announced last week.

MR. NEALE

David Nyren, producer, who has been with the agency for the past three years, will be executive assistant to Mr. Neale.

Eugene Burr, with the agency since last December, will serve as director of scripts and development of new programs.

Norman Matthews remains as manager of radio-television commercial production.

Mr. Neale succeeds Alvin Kabaker, who resigned and is expected to announce his plans in the near future.

SPOT NEW BUSINESS

Acrilan Sweaters, N. Y., through Doyle Dane Bernbach, N. Y., preparing radio announcement campaign following spring test appealing to teenage audience. New schedule to start Aug. 15 in nearly 50 markets.

NETWORK NEW BUSINESS

Snow Crop Div., Minute Maid Corp., N. Y., will sponsor Tournament of Roses Parade on NBC-TV Jan. 2. Agency: Ted Bates & Co., N. Y.

Dow Chemical Co., Midland, Mich., will sponsor *Football Scoreboard* for its antifreeze div. on NBC-TV following "Game of the Week," effective Sept. 17. Agency: MacManus, John & Adams, N. Y.

Chevrolet Motor Div., General Motors Corp., Detroit, to sponsor 18th annual All-American Soap Box Derby on CBS Radio (Aug. 14, 5-5:15 p.m. EDT) from Akron, Ohio. Agency: Campbell-Ewald, Detroit.

Shwayder Bros. Inc., Denver, for Ultralite Samsonite Luggage will use NBC-TV *Today* (Mon.-Fri., 7-9 a.m. EDT) in 55 markets in fall, also planning network radio travel bureau show. Agency: Grey Adv., N. Y.

Pharmaco Inc. (Feen-a-Mint), Chooz, Metigum), Kenilworth, N. J., signs Mon., Wed. and Fri. segments of *Companion* on ABC Radio (Mon.-Fri., 11-11:15 a.m. EDT), effective Sept. 19. Agency: Doherty, Clifford, Steers, & Shenfield, N. Y.

NETWORK RENEWALS

CIO, Washington, renews John W. Vandercook news commentary program on ABC Radio (Mon.-Fri., 7-7:15 p.m. EDT), effective Sept. 15. Agency: Henry J. Kaufman & Assoc., Washington.

A&A PEOPLE

William E. Christopher, production manager, MacFarland, Aveyard & Co., Chicago, appointed vice president and plans committee member.

Edward C. Simons, vice president and account executive, Ruthrauff & Ryan, N. Y., to Lennen & Newell, N. Y., as vice president and account supervisor.

Whiting Hall, copywriter, Geyer Inc., N. Y., elected vice president.

William R. Hillenbrand, vice president and account supervisor, Bryan Houston Inc., N. Y., elected to board of directors.

Ray Dietrich, formerly with KEYT (TV) Santa Barbara, Calif., appointed radio-tv dept. director, Kemble Co., same city.

Dave Young, office sales supervisor, frozen fod div., Stokely-Van Camp Inc., Mt. Vernon, Wash., appointed advertising manager; **Sam Murphy** succeeds Mr. Young; **Carl Jordan** named assistant advertising manager.

Kenneth E. Nay appointed art and production director, Powell-Gayek Adv. Inc., Detroit.

Raymond R. Rebhann, publicity representative, BBDO, Hollywood, promoted to Hollywood public relations manager.

Arthur Cappelo, tv art director, Norman, Craig & Kummel, N. Y., to radio-tv dept., Geyer Adv., N. Y., in same post.

Thomas H. Reilly, appointed advertising and sales promotion manager, silicone products dept., General Electric Co., Waterford, N. Y.

Trowbridge Elliman, J. Walter Thompson Co., N. Y., to BBDO, N. Y., as timebuyer replacing **Mary Ellis,** resigned.

Edward Flerri, assistant timebuyer, BBDO, N. Y., promoted to timebuyer; **Ann Slattery** succeeds Mr. Flerri.

William A. Hart Jr., BBDO, Buffalo, N. Y., transfers to Pittsburgh office as account supervisor.

W. P. McWilliams to account executive board, Grant, Schwenck & Baker, Chicago.

Lawrence Aldenhoevel, formerly food products advertising manager, Armour & Co., Chicago, to Leo Burnett Co., same city, as account executive.

William A. Miller, J. M. Mathes Inc., N. Y., to J. M. Hickerson Inc., N. Y., as account executive.

Donald L. Miller, formerly with Grant Adv., Chicago, to radio-tv dept., Campbell-Ewald Co., Detroit, as assistant production supervisor; **Robert S. McTyre,** formerly tv-radio commercial writer, J. Walter Thompson Co., N. Y., to Campbell-Ewald radio-tv dept. as creative copywriter.

SALES POWER!

"On my fifteen-minute TV show, 'Jungle Town,' presented once per week at 6:00 p.m. each Wednesday, I offered a prize of ten baby parakeets to the first ten people who identified an animal I exhibited.

The result was phenomenal. 1057 letters were received. Thousands of phone calls kept my three store telephones continually ringing. They began to ring ten minutes after the offer was made and continued without interruption until closing time at ten p.m. At eight o'clock the next morning they started again and continued throughout the entire day. The majority of the calls were from out-of-town, necessitating long distance toll charges.

I will say, without qualification, that an advertiser who has an attraction which will command attention and which has appeal and value, will secure action and sales by the hundreds through KXLY-TV.

Sincerely yours
HARRY GROSS (signed)
NORTHWEST SEED and INSECTICIDE CO."

Available at a discount when purchased in conjunction with the "XL" network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

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ABC Radio
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Vandercook
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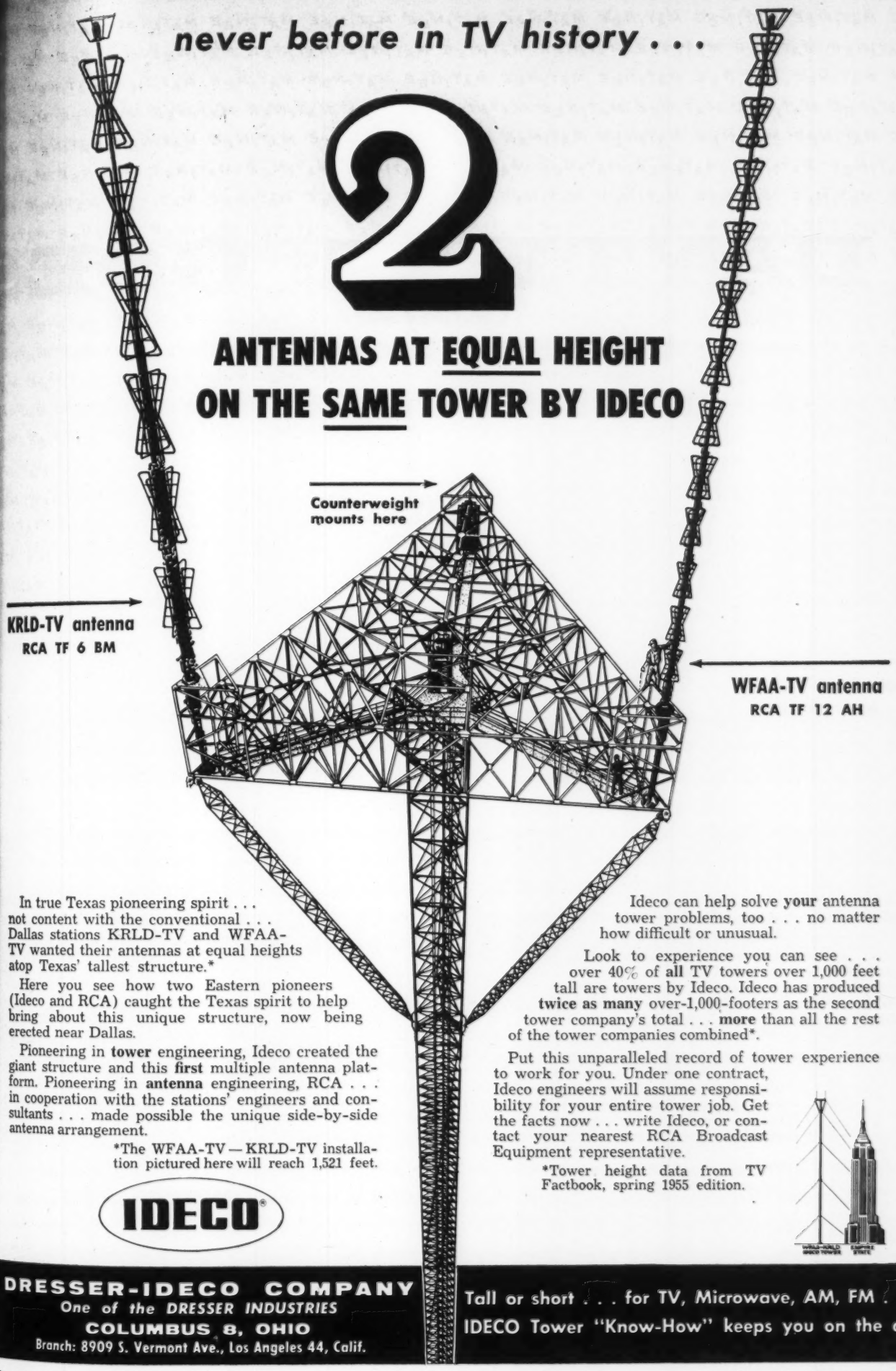
STING

never before in TV history . . .

2

ANTENNAS AT EQUAL HEIGHT ON THE SAME TOWER BY IDECO



In true Texas pioneering spirit . . . not content with the conventional . . . Dallas stations KRLD-TV and WFAA-TV wanted their antennas at equal heights atop Texas' tallest structure.*

Here you see how two Eastern pioneers (Ideco and RCA) caught the Texas spirit to help bring about this unique structure, now being erected near Dallas.

Pioneering in **tower** engineering, Ideco created the giant structure and this **first** multiple antenna platform. Pioneering in **antenna** engineering, RCA . . . in cooperation with the stations' engineers and consultants . . . made possible the unique side-by-side antenna arrangement.

*The WFAA-TV — KRLD-TV installation pictured here will reach 1,521 feet.

Ideco can help solve **your** antenna tower problems, too . . . no matter how difficult or unusual.

Look to experience you can see . . . over 40% of **all** TV towers over 1,000 feet tall are towers by Ideco. Ideco has produced **twice as many** over-1,000-footers as the second tower company's total . . . **more** than all the rest of the tower companies combined*.

Put this unparalleled record of tower experience to work for you. Under one contract, Ideco engineers will assume responsibility for your entire tower job. Get the facts now . . . write Ideco, or contact your nearest RCA Broadcast Equipment representative.

*Tower height data from TV Factbook, spring 1955 edition.

IDECO®

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

DAYTIME GOES

EXCITEMENT FILLS THE AIR—the same kind of excitement that NBC brought to nighttime TV with its trail-blazing Color Spectaculars.

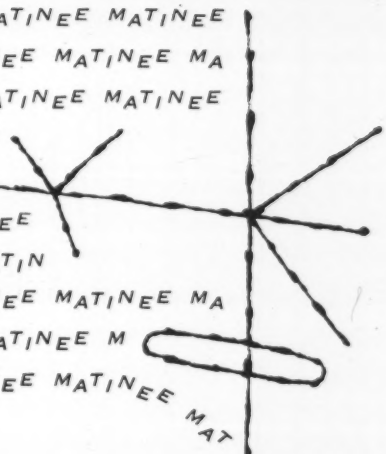
Now NBC is going to town on *daytime* television. Beginning October 3rd, a new daily hour-long series, MATINEE, will make a dazzling daytime theatre out of the American home.

MATINEE is a program of such sweep and breadth that it will give daytime TV a whole new importance for both viewers and advertisers. Every weekday afternoon from 3:00 to 4:00, viewers will see *a live full-hour nighttime-quality dramatic show* in both RCA compatible color and black-and-white. 260 different live dramas a year will range through the whole spectrum of comedy and serious plays, adaptations of classics, repeats of outstanding plays successfully done on major nighttime series. Five different production units, under the supervision of Executive Producer Albert McCleery, will be working full-time at NBC's vast new color studios on the West Coast to prepare an hour of truly spectacular theatre, every weekday throughout the year.

There's new daytime excitement all the way down the line on NBC Television. From 10:00 a.m. to noon beginning August 22, homemakers will enjoy a solid 2-hour block of service programming. HOME will be extended 15 minutes to include a new feature, "People at Home," in which Arlene Francis interviews or tells the story of interesting people. DING DONG SCHOOL'S Dr. Frances Horwich is now being seen in an additional quarter-hour segment, 10:30-10:45 a.m., in which she talks informally and informatively with mothers about "You and Your Child".

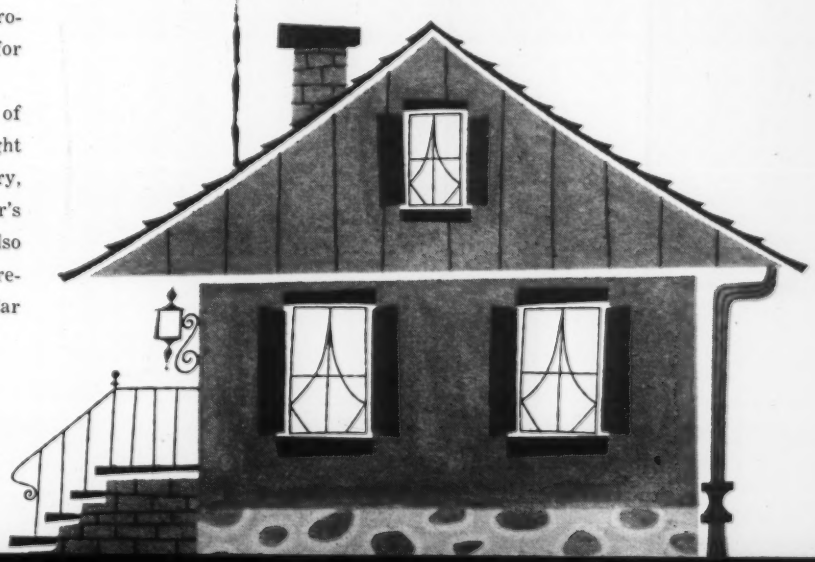
WAY OF THE WORLD has already moved to the 4:00-4:15 p.m. position to add greater audience strength to the afternoon lineup. This fall, PINKY LEE, 5:00-5:30 p.m., will switch to a new circus format, with live animal acts, trapeze artists and acrobats—all designed to increase his strong hold on the

SPECTACULAR!



youngsters. And HOWDY DOODY, 5:30-6:00 p.m., will introduce a host of new audience-winning features, presented for the first time in color as well as black-and-white.

Advertisers are already responding to the atmosphere of daytime excitement on NBC. Procter & Gamble has bought ten quarter-hour periods a week for 52 weeks. Dromedary, The Mennen Co., Standard Brands, R. J. Reynolds, Sawyer's Inc., R. T. French Co., and United States Time Corp. have also recently made important new buys on NBC daytime. Foresighted advertisers are signing up *now* for NBC's spectacular new daytime look. How about you?



Exciting things are happening on

NBC TELEVISION *a service of* RCA

all times are New York Time

There's ONE best way to promote your TV show this fall!

Competition for TV Ratings is going to be TOUGHER . . .

tougher than ever when new shows, new stars, new spectaculars appear on television this fall.

The best way to direct people to your show is to tell them about it in TV GUIDE . . . *because people tune first to the shows they know about!*

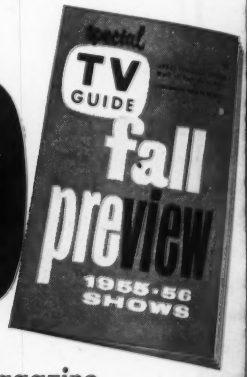
Every week 3,000,000 families buy TV GUIDE . . . and read it every day to find the best in TV entertainment. It's a *magic door* to bigger TV audiences!

Give your show a head start in TV GUIDE'S BIG FALL PREVIEW ISSUE!

On September 24, TV GUIDE will publish its 3rd Annual Fall Preview Issue... the most comprehensive TV GUIDE ever issued. It's the ideal place to *presell* your new show. For rates and reservations contact your nearest TV GUIDE office now.

Before they tune in, millions turn to

TV GUIDE



America's Television Magazine

NEW YORK	CHICAGO	PHILADELPHIA	SAN FRANCISCO	DETROIT	LOS ANGELES
488 Madison Ave.	6 N. Michigan Ave.	302 N. 13th St.	821 Market St.	76 W. Adams Ave.	1540 N. Vermont Ave.
PLaza 9-7770	RAndolph 6-9470	LOmbard 3-5588	YUkon 2-0166	WOodward 2-5115	NOrmandy 2-3100

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

GUST 1955

Total U. S. Stations on Air: 432
(Commercial: 419; Educational: 13)
Total Cities With Tv Stations: 282
Total Sets in Use: 36,000,000

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is B•T estimate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

DALUSIA†—
WAIQ (*2) 3/9/55-Unknown
MINGHAM—
WABT (13) NBC, ABC; Blair; 321,380; N; $750
WBIQ (*10)
WBRC-TV (6) CBS; Katz; 321,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
CATUR†—
WMSL-TV (23) CBS, NBC; Walker; 28,436; $150
THAN†—
WTVY (9) CBS; Young; $100
BILE—
WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
WKRG-TV (5) CBS; Avery-Knodel; 3/23/55-9/5/55
NTGOMERY—
WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,170; $200
WSFA-TV (12) NBC, ABC; Katz; 92,152; $250
NFORD†—
WTIQ (*7)
MA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

SA (PHOENIX)—
KVAR (12) NBC, DuM; Raymer; 125,150; N; $450
OENIX—
KOOL-TV (10) CBS; Hollingbery; 125,150; N; $500
KPHO-TV (5) DuM; Katz; 125,150; N; $450
KTVK (3) ABC; Weed; 165,000; N, LF, LS; $300
CSON—
KOPO-TV (13) CBS, DuM; Hollingbery; 46,876; $250
KVOA-TV (4) ABC, NBC; Raymer; 46,850; $225
KDWI-TV (9) 4/19/55-Unknown
MA†—
KIVA (11) CBS, NBC, DuM; Grant; 26,997; $200

ARKANSAS

DORADO†—
KRBB (10) 2/24/54-Unknown
ORT SMITH—
KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
ONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
TTLE ROCK—
KARK-TV (4) NBC, DuM; Petry; 110,655; N; $350
KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55

PINE BLUFF—
►KATV (7) CBS, ABC; Avery-Knodel; 110,655; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, DuM; Weed; 95,000; $275
►KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 67,010; $225
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
►KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, Blair Tv; 24,170; $150
FRESNO—
►KJEO (47) CBS, ABC, DuM; Branham; 162,000; N; $450
►KMJ-TV (24) CBS, NBC; Raymer; 162,000; N; $450
KARM (12) Bolling. Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,130,181; $1,500
►KCOP (13) Weed; 2,130,181; $1,250
►KHJ-TV (9) DuM; H-R; 2,130,181; $1,000
►KNXT (2) CBS; CBS Spot Sls.; 2,130,181; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,130,181; N, LS, LF, LL; $3,200
►KTLA (5) Raymer; 2,130,181; LS, LF, LL; $1,250
►KTTV (11) Blair; 2,130,181; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 360,218; N, LF, LS; $600
►KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
KCRA-TV (3) NBC; Petry; 4/13/55-9/1/55
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 102,000; $350
SAN DIEGO—
►KFMB-TV (8) ABC, CBS; Petry; 307,561; N; $800
►KFSD-TV (10) NBC; Katz; 306,845; N; $600
SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,145,540; $1,200
►KPIX (5) CBS; Katz 1,145,540; N; $1,250
►KRON-TV (4) NBC; Free & Peters; 1,145,540; N, LS, LF, LL; $1,300
►KSAN-TV (32) Stars National; 275,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
KNTV (11) 4/15/54-9/1/55
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 91,862; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 237,918; $400
STOCKTON†—
►KOVR (13) DuM; Blair; 1,103,920; $700
KTVU (36) See footnote
TULARE (FRESNO)—
►KVVG (27) DuM; Young; 160,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC, DuM; Hollingbery; 59,223; $150
►KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125
DENVER—
►KBTV (9) ABC; Free & Peters; 299,762; $600
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 299,762; N; $400
►KLZ-TV (7) CBS; Katz; 299,762; N; $700
►KOA-TV (4) NBC; Petry; 299,762; N; $650
KRMA-TV (*6) 7/1/53-Unknown

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC, DuM; Holman; 13,217; $120
PUEBLO†—
►KCSJ-TV (5) NBC; Avery-Knodel; 55,310; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WGTH-TV (18) ABC, DuM; H-R; 291,229; $350
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
►WKNB-TV (30) CBS; Bolling; 284,169; N; $400
NEW HAVEN†—
►WNHC-TV (8) NBC, ABC, CBS, DuM; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 746,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 688,800; N; $1,500
►WTTG (5) DuM; H-R; 660,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-9/3/55
FORT LAUDERDALE—
►WITV (17) ABC; H-R; 176,000 (also Miami); $400
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 13,849; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE†—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
►WMBR-TV (4) CBS, ABC, DuM; CBS Spot Sls.; 453,798; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; N; $500
►WTVJ (4) CBS; Free & Peters; 331,400; N; $900
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 98,415; N; $275
PANAMA CITY—
30,100; $150
101,250; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 101,250; $250
►WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
►WSUN-TV (38) ABC, DuM; Weed; 173,474; $325
TAMPA—
►WFLA-TV (8) NBC; Blair; 185,000; N, LF, LS; $400
►WTVT (13) CBS; Avery-Knodel; 185,000; N, LF, LS; $400
WEST PALM BEACH—
►WEAT-TV (12) ABC; Walker; 231,000; $200
►WIRK-TV (21) Cooke; 47,609; $150
►WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

GUESS WHEN...

the **HALF-MILLIONTH** TV SET is sold in WBTV's area and

WIN!

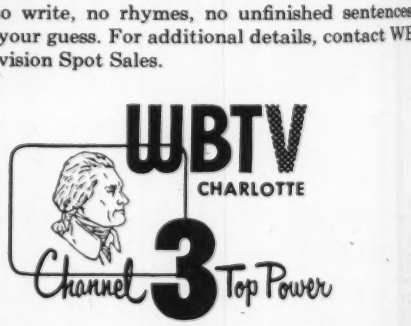
★ For your company or client
A free 13-week announcement schedule over WBTV!

★ For yourself—$250 cash

WBTV, in anticipation of reaching a set count of a half-million, is conducting a contest from which both you and your company or client may profit. You can win a free advertising schedule (one spot a day, five days a week, for thirteen full weeks, best available time) for your company or client and $250 for yourself! All you have to do is come the closest to guessing when the half-millionth set will be sold. There are no slogans to write, no rhymes, no unfinished sentences... just send us your guess. For additional details, contact WBTV or CBS Television Spot Sales.

CONTEST RULES

Simply send a card with your guess of the *minute* of the *hour* of the *day* during August when you think WBTV will reach a half-million set count. Tell us the product to be advertised, your name and address. That's all! Entries are limited to one per person, *but* each company or agency is entitled to a total of 33 guesses—one for each year of existence of WBT-WBTV! Who's eligible to enter? Anyone who's read this ad!



Jefferson Standard Broadcasting Company

HURRY, SEND YOUR ENTRY IN WITHOUT DELAY TO: **Half-Million, WBTV, Charlotte, N.C.**

B·T TELESTATUS

ANTA—
►AGA-TV (5) CBS, DuM; Katz; 462,000; N; $850
LWA (11) ABC; Crosley Sls.; 481,000; $700
SB-TV (2) NBC; Petry; 484,725; N, LS, LF; $900
QXI-TV (36) See footnote
USTA—
JBF (6) NBC, ABC, DuM; Hollingbery; 153,281; N; $250
RDW-TV (12) CBS; Headley-Reed; 149,900; $250
UMBUS—
DAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,675; N; $220
RBL-TV (4) CBS, ABC; Hollingbery; 176,927; N; $300
CON—
MAZ-TV (13) CBS, ABC; Avery-Knodel; 102,936; N; $300
OKA (47) See footnote
ME†—
ROM-TV (9) McGillvra; 174,330; $150
ANNAH—
TOC-TV (11) CBS, ABC, NBC, DuM; Avery-Knodel; 68,451; $200
SAV-TV (3) 1/26/55-Unknown
MASVILLE†—
CTV (6) 12/23/53-Sept. '55

IDAHO

SE†—
BOI-TV (2) CBS, DuM; Free & Peters; 46,750; $150
DO-TV (7) ABC, NBC; Blair; 41,900; $200
HO FALLS†—
D-TV (3) CBS, ABC, NBC, DuM; Gill-Perna; 38,821; $175
ISTON†—
LEW-TV (3) 2/9/55-11/1/55
N FALLS†—
LIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

OMINGTON—
BLN (15) McGillvra; 113,242; $200
MPAIGN—
CIA (3) CBS, NBC, DuM; Hollingbery; 307,000; N; $550
CAGO—
BBM-TV (2) CBS, CBS Spot Sls.; 2,237,900; N; $3,300
BKB (7) ABC; Blair; 2,255,000; $2,200
GN-TV (9) DuM; Hollingbery; 2,080,000; $1,500
NBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
HFC-TV (26) 1/8/53-Unknown
IND-TV (20) 3/9/53 Unknown
OPT (44) 2/10/54-Unknown
TTW (*11) 11/5/53-Unknown
VILLE—
DAN-TV (24) ABC; Everett-McKinney; 50,000; $150
ATUR—
TVP (17) ABC, DuM, NBC; Bolling; 165,000; $300
NSTON†—
TLE (32) 8/12/53-Unknown
RISBURG†—
SIL-TV (22) ABC; Walker; 30,000; $150
RIA—
EEK-TV (43) NBC; Headley-Reed; 232,437; N; $400
TVH-TV (19) CBS, ABC; Petry; 231,056; N; $350
TRL Tv Co. (8) Initial Decision 11/5/54
NCY† (HANNIBAL, MO.)—
GEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
HQA-TV (7) See Hannibal, Mo.
KFORD—
REX-TV (13) CBS, ABC; H-R; 256,600; N; $400
TVO (39) NBC, DuM;; Headley-Reed; 116,000; $250
K ISLAND (DAVENPORT, MOLINE)—
HBF-TV (4) CBS, ABC, DuM; Avery-Knodel; 303,930; N; $700
NGFIELD—
ICS (20) ABC, NBC, DuM; Young; 103,580; $250
ngamon Valley Tv Corp. (2) Initial Decision 11/30/54
ANA†—
ILL-TV (*12) 11/4/53-Unknown

INDIANA

ERSON†—
CBC-TV (61) 2/2/55-Unknown
OMINGTON—
TTV (4) NBC, ABC, DuM; Meeker; 657,615 (also Indianapolis); N; $800
HART—
SJV (52) ABC, NBC, DuM, CBS; H-R; 208,319; LS; $300
NSVILLE—
FIE (62) ABC, NBC, DuM; Venard; 94,315; $250
EHT (50) See Henderson, Ky.
vansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
►WKJG-TV (33) NBC, DuM; Raymer; 138,070; N; $400
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
INDIANAPOLIS—
►WFBM-TV (6) ABC, NBC, DuM; Katz; 660,000; N; $960
►WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
►WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE†—
►WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200
MUNCIE—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225
NOTRE DAME (SOUTH BEND)—
►WNDU-TV (46) NBC; Meeker
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
►WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
►WNDU-TV (46) See Notre Dame
TERRE HAUTE—
►WTHI-TV (10) CBS, ABC, DuM; Bolling; 154,000; N; $400
WATERLOO (FORT WAYNE)—
►WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
►WOI-TV (5) ABC, CBS, DuM; Weed; 315,600; N; $500
CEDAR RAPIDS—
►KCRG-TV (9) ABC; DuM; Venard; 288,600; $200
►WMT-TV (2) CBS; Katz; 270,800; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
►WOC-TV (6) NBC; Free & Peters; 295,165; N; $800
DES MOINES—
►WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
►KRNT-TV (8) CBS; Katz
KGTV (17) See footnote
FORT DODGE—
►KQTV (21) NBC, DuM, CBS; Pearson; 41,200; N; $150
MASON CITY—
►KGLO-TV (3) CBS, DuM; Weed; 135,932; $200
SIOUX CITY—
►KTIV (4) NBC, ABC, DuM; Hollingbery; 152,000; N; $300
►KVTV (9) CBS, ABC; Katz; 152,835; N; $300
WATERLOO—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
►KCKT (2) NBC; Bolling; 144,350; $225
HUTCHINSON (WICHITA)—
►KTVH (12) CBS, DuM; H-R; 228,230; N; $450
►KAKE-TV (10) See Wichita
►KEDD (16) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
►KOAM-TV (7) NBC, ABC, DuM; Katz; 123,447; $250
TOPEKA—
►WIBW-TV (13) CBS, ABC, DuM; Capper Sls.; 456,289; N; $400
WICHITA (HUTCHINSON)—
►KAKE-TV (10) ABC; Katz; 225,000; $425
►KEDD (16) NBC; Petry; 160,968; $425
►KTVH (12) See Hutchinson
KARD-TV (3) 6/8/55-Unknown

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
►WEHT (50) CBS; Meeker; 88,003; N; $250
LEXINGTON†—
►WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $850
►WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

New Tv Stations

THE following tv stations started regular programming in July:

WNDU-TV Notre Dame, Ind. (ch. 46);
KRNT-TV Des Moines, Iowa (ch. 8);
KSTF (TV) Scottsbluff, Neb. (ch. 10);
KOTA-TV Rapid City, S. D. (ch. 3), and
WHIS-TV Bluefield, W. Va. (ch. 6).

LOUISIANA

ALEXANDRIA†—
►KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250
BATON ROUGE—
►WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
►WBRZ (2) NBC, ABC; Hollingbery; 150,000; $250
LAFAYETTE†—
►KLFY-TV (10) CBS; Venard, Brown; 45,330
LAKE CHARLES—
►KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
►KTAG (25) CBS; DuM; Young; 62,167; $150
MONROE—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 235,000; $300
NEW ORLEANS—
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 336,316; N, LF, LL; $850
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
SHREVEPORT—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 86,500; $300
KTBS-TV (3) NBC; Petry; 2/16/55-Sept. '55

MAINE

BANGOR—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
►WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300
PORTLAND—
►WCSH-TV (6) NBC, DuM; Weed; 173,767; N; $350
►WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 613,053; $975
►WBAL-TV (11) NBC; Petry; 613,053; N, LS, LF, LL; $1,100
►WMAR-TV (2) CBS; Katz; 613,053; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
CUMBERLAND†—
WTBO-TV (17) 11/12/53-Unknown
SALISBURY†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 51,570; $200

MASSACHUSETTS

BOSTON—
►WBZ-TV (4) NBC; Free & Peters; 1,322,680; N, LS, LF; $2,000
►WGBH-TV (*2)
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,322,680; N; $2,000
WJDW (44) 8/12/53-Unknown
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)†—
►WTAO-TV (56) ABC, DuM; 230,000; $250
PITTSFIELD—
►WMGT (19) DuM, ABC; Walker; 167,051; $250
SPRINGFIELD—
►WHYN-TV (55) CBS, DuM; Branham; 190,000; $300
►WWLP (22) ABC, NBC; Hollingbery; 190,000; N; $350
WORCESTER—
►WWOR-TV (14) ABC, DuM; Raymer; 110,116; $250
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
►WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BATTLE CREEK—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
BAY CITY (MIDLAND, SAGINAW)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N; $500
CADILLAC—
►WWTV (13) CBS, ABC, DuM; Weed; 299,546; $250
DETROIT—
►WJBK-TV (2) CBS; Katz; 1,590,000; N; $2,000
►WWJ-TV (4) NBC; Hollingbery; 1,530,000; N; $2,000
►WXYZ-TV (7) ABC; Blair; 1,546,000; N; $1,700
►CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55
EAST LANSING†—
►WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; 5/12/54-9/1/55
GRAND RAPIDS—
►WOOD-TV (8) NBC, ABC, DuM; Katz; 540,321; N; $1,050
WMCN (23) 9/2/54-Unknown

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sunday Pan Amer. Meet the Press L
6:15				
6:30		You Are There Electric Cos. (alt. wks.) Prudential Ret., 8/28		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	*It's Magic*		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	*Greatest Sports Thrills*	Am. Tobacco Prvt Sectry.		*Do-It-Yourself* L
7:45				
8:00	*Focus* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference F			
8:45				
9:00	Emerson Drug Lentheric Inc. Chance of a Lifetime	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	Pharmaceuticals Life Begins At 80	Bristol-Myers Stage 7		
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		Kleenex P&G Cameo Theatre L
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Soupy Sales*			Matt Dennis Show L
7:15				
7:30	Miles Labs. Daly-News	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
7:45	*Greatest Sports Thrills* F	*Julius LaRosa*		
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (alt. wks.) CBS-Clmba. Godfrey's Talent Scouts		Caesar Presents RCA Lee Amer. Chicle L
8:45				
9:00	Pee Wee King Show Co-op L	P&G (alt. wks.) Gen. Foods Those Whiting Girls F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30		General Foods Ethel & Albert 6/20-9/26		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One Summer Theatre L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Soupy Sales*			
6:45	Tide Water Oil Daly-News			
7:00		American Tobacco News L		*V. Monroe Show* L
7:15	*Talent Varieties* L	*Upbeat*		Camel News Caravan L
7:30		Maytag Co. (alt. wks.) Sheaffer Star Time Playhouse		H. Bishop Place the Face L
7:45				
8:00	*The Big Picture*	*Music '55*	H. J. Heinz Co. Studio 57	Asso. Prods. Toni A. Murray Party L
8:15				
8:30	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		Kleenex Summer Theatre F
8:45				
9:00	*Dollie Mack Show* L	S.C. Johnson alt. wks. Pet Milk Spotlight Playhouse L		Toni Dollar a Second L
9:15				
9:30	Ralston-Purina Name's the Same	Revlon The $64,000 Question		Truth or Consequences P. Lorillard L
9:45				
10:00		*The Search*		It's a Great Life Chrysler Corp. L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15		Kellogg Wild Bill Hickok		
11:30				
11:45				
12:00 N		*Winky Dink and You*		
12:15 PM				
12:30	Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15		The Morning Show 7-9 a.m. Participating Sponsors		
9:30				
9:45				
10:00				Ding Dong School L (See Footnote)
10:15		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		You & Your Child L Dr. Frances *Sheilah Graham Show* L
10:30				
10:45				
11:00				Participating Sponsors Home L
11:15		Colgate-Palmolive Strike It Rich L		
11:30				
11:45		G.M., MWF Toni, Th Sust. on Tu Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45				
1:00		*Jack Paar Show*		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30				Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		*Commando Cody* F
11:15				
11:30		Armour&Co. (alt. wks.) Gen. Mills Captain Midnight F		Mr. Wizard F
11:45				
12:00 N		National Dairy The Big Top L		
12:15 PM				
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

EVENING

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
	Soupy Sales			
	Tide Water Oil Daly–News			
Matt Dennis Show L	General Mills Lone Ranger F	American Tobacco News		*V. Monroe Show* L
Plymouth News Caravan L		*Upbeat*		Camel News Caravan L
Kodak Request Performance F	*Soldier Parade* L	R. J. Reynolds Bob Cummings Show		DeSoto-Plymouth Best of Groucho F
Scott My Little Margie F		Chrysler Motors Climax— L		Borden Make the Connection L
Kraft Foods Television Theatre L	Brillo Star Tonight			Chesterfield Dragnet F
	Greatest Sports Thrills F	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
Hazel Bishop This Is Your Life (alt. wk.) P&G	*Let's See* F	Revlon Prods. (alt. wks.) Gen. Foods Johnny Carson Show		Lever Bros. Lux Video Theatre L
Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F		Interntl. Harvester (alt. wks.) Natl. Biscuit Halls of Ivy		

FRIDAY

ABC	CBS	DuMONT	NBC
Soupy Sales			
Miles Labs Daly–News			
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News	DuMont Labs What's The Story	Matt Dennis Show L
	Julius LaRosa		Camel News Caravan L
Greatest Sports Thrills	General Foods Pantomime Quiz		*Mid-western Hayride* L
Chevrolet T-Men In Action F	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
Greatest Sports Thrills 1954-55 F	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Best in Mystery F
Sterling Drug The Vise	General Foods Ray Milland Show Re-runs F		Campbell Dear Phoebe F
	Brown & Williamson (alt. wks.) P&G Undercurrent	*Alec Templeton*	Gillette Sports Film F
	American Oil, Hamm Brewing (alt. wks.) Windows		Toni So This Is Hollywood F

SATURDAY

ABC	CBS	DuMONT	NBC
Flight No. Seven F	Wrigley Gene Autry Show		
Co-op Ozark Jubilee L	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
	P&G Nestle America's Greatest Bands		The Soldiers F
Dodge Div. The Lawrence Welk Show L	P. Lorillard Two for the Money L		H. Bishop The Dunninger Show L
	P&G (alt. wks.) Whitehall Down You Go		*Musical Chairs* L
Compass F	Liggett & Myers LaRosa Tv's Top Tunes		Texaco Star Theatre J. Durante L (alt.) O'Connor F
	Anheuser-Busch Damon Runyon Theatre		Here's The Show Armour (alt.) Pet Milk L
			Am. Tobacco Warner Hudnut Your Play Time F

6:00 PM
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11:15 PM

DAYTIME

SUNDAY

DuMONT	NBC
	Gen. Dynamics Corp. Youth Wants To Know L
	Frontiers of Faith L
	American Forum L
	Quaker Oats Zoo Parade L
	Comment L&F
	Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See Footnote)	All About Baby (See Footnote)	
	Art Linkletter's House Party (See Footnote)		
	Colgate Big Payoff MWF Sus. Tu. Th		Ted Mack Matinee L
	Bob Crosby (See Footnotes)		P&G It Pays To Be Married L
	P&G The Brighter Day		Borden Co. Way of the World L
	Am. Home Pr. Secret Storm		First Love Jergens Co. L
	P&G On Your Account		Frnch. Mstd. World of Mr. Sweeney L
			Modern Romances Col.-Pal. L
	Gen. Mills Barker Bill's Cartoons W&F		*Pinky Lee Show* L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	Falstaff Brewing and Co-op Baseball Game of the Week		

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Simoniz, Thu. Scott Paper, Fri. Swift All Sweet.
10:15-30 Mon. Prudential alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Scott Paper.
10:30-45 Fri. S.O.S. alt. Toni.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Borden.

Arthur Godfrey
10:30-45 a.m. Mon.—Bauer & Black, St. 8-22 Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tue. Toni, Thu. Dow Chemical.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Miles Labs, Wed. Corn Prod., Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Tue. Helene Curtis, Wed. & Fri. General Mills, Thu. S. C. Johnson.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Wed. Simoniz, Thu. Toni, Fri. S.O.S., alt. wks. Gerber.
3:15-4 p.m., M., W., Fri.—General Mills. Thu.—Scott Paper Co.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only).

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Laden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School — Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 587,350; N; $900
LANSING—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
MARQUETTE†—
WAGE-TV (6) 4/7/54-Unknown
MUSKEGON†—
WTVM (35) 12/23/52-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000; N; $300
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 43,544; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) NBC, ABC; Avery-Knodel; 110,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
HIBBING†—
KHTV (10) 1/13/54-Unknown
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 580,000; $600
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,200
► WCCO-TV (4) CBS; Free & Peters; 591,400; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 584,310; $750
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 172,833; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55
HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown
JACKSON—
► WLBT (3) NBC; Hollingbery; 130,000; N; $300
► WJTV (12) CBS, ABC, DuM; Weed; 118,000; $200
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 119,420; $300
CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown
COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 98,643; $200
FESTUS†—
KACY (14) See footnote
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 158,400; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv; 75,000; $200
JOPLIN—
► KSWM-TV (12) CBS; Venard; 91,558; N; $200
KANSAS CITY—
► KCMO-TV (5) ABC, DuM, CBS; Katz; 499,894; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 499,894; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 499,894; N, LS, LF; $860
KIRKSVILLE†—
KTVO (3) 12/16/53-Unknown
ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 139,024; $350
ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 785,162; N, LS, LF; $1,200
► KWK-TV (4) CBS, ABC; Katz; 725,000; N; $1,200
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 353,285; $400
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 79,793; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 90,800; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 23,000; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 20,000; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Sept. '55
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 70,658; $200
LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 129,426; $300
► KUON-TV (*12) 81,458
OMAHA—
►KMTV (3) ABC, CBS, DuM; Petry; 312,530; N; $700
► WOW-TV (6) NBC, DuM; Blair; 312,500; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 28,600; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 28,260; $250
► KLRJ-TV (2) See Henderson
RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 387,500; $250
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 60,545; $325
► KGGM-TV (13) CBS; Weed; 54,502; $250
CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown
ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 473,631 (plus 501,207 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC, CBS, DuM; Headley-Reed; 476,418 (plus 454,654 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 69,770; $200
ELMIRA—
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) DuM; McGillvra; 83,540; $
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $
► WABD (5) DuM; Avery-Knodel; 4,730,000; $
LL, LF, LS; $3,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000; $
LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $
► WPIX (11) Free & Peters; 4,730,000; $
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; $
N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; 36,600; $100
ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollin
310,000 (plus 55,000 Canadian coverage
$700
► WHEC-TV (10) CBS, ABC; Everett-McK
295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,
$600
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 439,000;
SYRACUSE—
► WHEN-TV (8) CBS, ABC, DuM; Katz;
N; $700
► WSYR-TV (3) NBC; Harrington, Righ
Parsons; 369,580; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS, DuM;
167,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,
► WLOS-TV (13) ABC, DuM; Venard;
$250
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CB
Sls.; 497,775; N, LS, LF; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) NBC, ABC; Petry; 248,340;
FAYETTEVILLE†—
WFLB-TV (18) CBS, NBC; Young;
8/15/55
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS; Harrington, Righ
Parsons; 330,810; N, LS, LF; $650
GREENVILLE—
► WNCT (9) ABC, CBS, DuM; Pearson;
$300
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM;
Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision
WASHINGTON†—
WITN (7) NBC; Headley-Reed; 10/27/54-U
WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 75,20
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 274,
$450
► WTOB-TV (26) ABC; H-R; 96,380; $

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) CBS, ABC, NBC, DuM;
Blair, Blair-Tv; 28,250; $150
KBMB-TV (12) 5/18/55-Unknown
FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters;
660; $300
GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed;
$150
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,068; $
ASHTABULA†—
► WICA-TV (15) CBS; 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) Initial D
11/17/54

NNATI—
CET (*48) 2,000
CPO-TV (9) ABC, DuM; Branham; 724,140; 350
KRC-TV (12) CBS; Katz; 662,236; N; $1,000
LWT (5) NBC; WLW Sls.; 525,000; N; $1,000
QXN-TV (54) Forjoe; 5/14/53-Unknown

ELAND—
EWS (5) ABC, DuM; Branham; 1,102,650; N; 1,000
NBK (3) NBC; NBC Spot Sls.; 1,205,000; N, LS, LF; $1,300
KEL (8) CBS; Katz; 1,100,460; N; $1,700
ERE-TV (65) 6/18/53-Unknown
HK-TV (19) 11/25/53-Unknown

UMBUS—
ENS-TV (10) CBS; Blair; 460,149; N; $825
LWC (4) NBC; WLW Sls.; 350,800; N; $800
TVN-TV (6) ABC, DuM; Katz; 381,451; $600
OSU-TV (*34) 4/22/53-Winter '55

TON—
HIO-TV (7) CBS, DuM; Hollingbery; 637,330; ; $800
LWD (2) ABC, NBC; WLW Sls.; 332,000; N; 000
FE (22) See footnote

IA†—
OL-TV (31) 2/11/54-Unknown

—
MA-TV (35) NBC, CBS, ABC, DuM; H-R; 0,233; $150

SFIELD†—
VG (36) 6/3/54-Unknown

ILLON†—
AC-TV (23) Petry; 9/4/52-Unknown

ENVILLE (WHEELING, W. VA.)—
TV-TV (9) CBS; Avery-Knodel; 1,074,415; 000
RF-TV (7) See Wheeling

DO—
PD-TV (13) CBS, ABC, NBC, DuM; Katz; 4,910; N; $850
OH-TV (79) 10/20/54-Unknown

NGSTOWN—
MJ-TV (21) NBC; Headley-Reed; 149,000; N; 50
BN-TV (27) ABC, CBS, DuM; Raymer; 1,168; N; $350

SVILLE—
IZ-TV (18) ABC, CBS, NBC, DuM; Pear- n; 45,000; N; $150

OKLAHOMA

—
EN (10) ABC; Venard; 180,000; N; $225

ORE†—
SO-TV (12) 5/12/54-Unknown

—
EO-TV (5) ABC; Pearson; 206,000; N; $225

ON†—
WO-TV (7) ABC, DuM; Pearson; 71,000; $150

OGEE†—
VX (8) ABC, DuM; Avery-Knodel; 248,750; ; $400

HOMA CITY—
VQ (25) ABC; 167,381; $225
TV (9) CBS; Avery-Knodel; 341,500; N; $750
LY-TV (4) NBC, ABC; Katz; 341,146; N, LS, F, LL; $800
TA (*13) 12/2/53-Unknown
PT (19) See footnote

—
TV (6) CBS; Petry; 281,588; N; $700
OO-TV (2) NBC; Blair; 291,046; N; $700
ED-TV (*11) 7/21/54-Unknown
EB (23) See footnote
PG (17) 2/4/54-Unknown

OREGON

NE—
AL-TV (13) NBC, ABC, DuM; Hollingbery; 6,000; $225

ATH FALLS†—
UI-TV (2) Grant; 12/2/54-Fall '55

ORD—
ES-TV (5) ABC, CBS, NBC, DuM; Hoag- lair, Blair-Tv; 28,250; $150

LAND—
OR (12) ABC; Hollingbery; 276,100; N; $500
IN-TV (6) CBS; CBS Spot Sls.; 340,000; N; 00
TV (27) NBC, DuM; NBC Spot Sls., Moore Lund; 278,144; N, LF, LS; $550
rth Pacific Tv Inc. (8) 6/23/55-Unknown

BURG†—
IC (4) 6/8/55-Unknown

†—
LM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

TOWN†—
MZ-TV (67) See footnote
CY (39) Weed; 8/12/53-Unknown

ONA—
BG-TV (10) ABC, CBS, NBC, DuM; H-R; 7,452; $600

LEHEM—
EV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915; $150

ERIE—
► WICU (12) NBC, ABC, DuM; Petry; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 79,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,- 002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 887,175; N, LS, LF; $825

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $900
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,400
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N; $1,500
► WENS (16) ABC, CBS, NBC; Petry; 495,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WWSW Inc. (11) CBS; Blair; 7/20/55-Fall '55

READING—
WEEU-TV (33) See footnote
► WHUM-TV (61) ABC, CBS; H-R; 297,112; $300

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 260,000; N; $400
► WILK-TV (34) ABC, DuM; Avery-Knodel; 270,000; N; $250

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52- Fall '55

YORK—
► WNOW-TV (49) DuM; Keller; 97,000; $200
► WSBA-TV (43) ABC; Young; 97,000; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC, DuM; Weed; 1,404,- 002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 188,747; N; $300
► WUSN-TV (2) NBC, DuM; H-R; 193,500; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 80,900; $200
► WIS-TV (10) NBC, DuM; Free & Peters; 172,- 206; $350
► WNOK-TV (67) CBS; Raymer; 85,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 125,320; $250

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 356,470; N; $400
► WGVL (23) ABC, DuM; H-R; 113,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53- Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
► KOTA-TV (3) Headley-Reed

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS, DuM; H-R; 137,240; $350

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Bran- ham; 144,718; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
► WDXI-TV (7) CBS; Burn-Smith; 89,786; N; $200

JOHNSON CITY—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pear- son; 168,123; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 194,430; N; $400
► WTSK-TV (26) CBS, ABC, DuM; Pearson; 138,434; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS; Blair; 362,929; $700
► WMCT (5) NBC, ABC, DuM; Branham; 362,929; N; $900
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
► WSIX-TV (8) ABC; Hollingbery; 243,200; $425
► WSM-TV (4) NBC, DuM; Petry; 243,200; N, LF, LS; $600

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 252,361; N; $550

TEXAS

ABILENE†—
► KRBC-TV (9) NBC, ABC, DuM; Pearson; 56,- 340; $225

AMARILLO—
► KFDA-TV (10) ABC, CBS; H-R; 73,370
► KGNC-TV (4) NBC, DuM; Katz; 73,370; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 128,981; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-9/1/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS; Young; 47,- 500; $150
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 481,489; N; $950
► WFAA-TV (8) ABC, NBC; Petry; 481,489; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC, DuM; Branham; 73,- 721; $375
► KTSM-TV (9) NBC; Hollingbery; 74,145; N; $250
KOKE (13) Forjoe; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 490,000; N, LL, LF, LS; $900
KFJZ-TV (11) H-R; 9/17/54-9/1/55

GALVESTON (HOUSTON)—
►KGUL-TV (11) CBS; CBS Spot Sls.; 409,690; $700

HARLINGEN† (BROWNSVILLE, Mc-ALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC, DuM; H-R; 74,683; $200 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 424,000; N; $900 (film)
► KTRK (13) ABC, DuM; Blair; 424,000; N, LF, LS, LL; $700
► KUHT (*8) 375,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
Vidicon Industries of America (8) 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—
► KCBD-TV (11) ABC, NBC; Raymer; 84,478; N; $300
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 84,478; N; $300 (film)

LUFKIN†—
KTRE-TV (9) NBC; Venard; 11/17/54-8/31/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
Odessa Tv Co. (7) Branham; 7/13/55-Oct. '55

SAN ANGELO—
► KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 41,243; $200

B·T TELESTATUS

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 260,889; N; $700
► WOAI-TV (4) NBC, ABC, DuM; Petry; 260,889; N; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 121,086; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, DuM; Venard; 140,060; $260

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 95,457; $250
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 51,017; $150
► KWTX-TV (10) ABC; Pearson; 74,250; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 72,983; $200 (plus 8,000 Mexican coverage)

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 96,690; N; $300
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 99,110; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS, DuM; CBS Spot Sls; 178,000; N; $575
► KTVT (4) NBC; Katz; 178,000; N; $600
► KUTV (2) ABC; Hollingbery; 181,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, NBC; Weed; 136,241; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 140,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 113,406; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 363,658; N; $800
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Devision 12/23/54

PETERSBURG†—
WXEX-TV (8) NBC; Forjoe; 9/29/54-8/15/55

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 493,147; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 357,475; N; $600
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-Sept. '55 (granted STA 6/15/55)

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 190,386; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 56,235 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 443,600; N, LF, LS; $900
► KOMO-TV (4) NBC; Hollingbery; 443,600; N, LF, LS; $950
► KTNT-TV (11) CBS; Weed; 443,600; N; $700
► KTVW (13) Young; 443,600; $425
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 135,150; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 135,150; N; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 138,620; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 56,235; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
► WHIS-TV (6) Katz

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 583,562; N, LF, LS; $800
WHTN-TV (13) ABC; Petry; 9/2/54-9/15/55 (granted STA 6/16/55)

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 306,000; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, DuM; Pearson; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 307,000; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; H-R; 95,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 104,500; N; $250
► WMTV (33) ABC, NBC, DuM; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WISN-TV (12) ABC, DuM; Petry; 550,000; N, LF, LS
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 110,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC, ABC, DuM; Meeker; 69,800; $200

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 17,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $100
► KTVF (11) CBS, DuM; Alaska Radio-Tv Sls.; 3,500; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 80,000; $300
► KONA (11) NBC; NBC Spot Sls.; 75,000; $300
► KULA-TV (4) ABC, DuM; Young; 75,000; $400

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55-Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; $300
WUTV (*6) 2/2/55-Unknown

CANADA

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, 19,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 349,662, $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed;

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, 172,000; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, All-Canada, Weed; 101,406; $370

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216;
► CBMT (6) CBC; CBC; 221,216; $800

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $220

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC, Canada, Weed; 18,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young;

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, 7,500; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed;

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; 280,000; $950

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales;

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended operations but have not turned in CPs: KBID-TV Fresno, Calif.; (TV) Stockton, Calif.; WQXI-TV Atlanta, WOKA (TV) Macon, Ga.; WRAY-TV Ind.; KGTV (TV) Des Moines, Iowa; Louisville, Ky.; WLAM-TV Lewiston, Me.; (TV) Portland, Me.; WFTV (TV) Duluth, WCOC-TV Meridian, Miss.; KACY (TV) Mo.; WFPG-TV Atlantic City, N. J.; Asbury Park, N. J.; WTRI (TV) Albany, WTVE (TV) Elmira, N. Y.; WQMC (TV) lotte, N. C.; WIFE (TV) Dayton, Ohio; (TV) Oklahoma City; KCEB (TV) Tulsa, WFMZ-TV Allentown, Pa.; WKST-TV New Castle, Pa.; Pittsburgh, Pa.; WEEU-TV Reading Pa.; (TV) Providence, R. I.; KNUZ-TV Houston KETX (TV) Tyler, Tex.; WBTM-TV Danville, WACH-TV Newport News, Va.; Charleston, W. Va.; WJPB-TV Fairmont, WCAN-TV Milwaukee.

a cautious lady...

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No ma'am, we told her, go right ahead and relax. Take off your shoes, and watch WCCO-TV, confident of your privacy.

If we *could* look through something into her living room, we'd be peering into a heck of a lot of homes.

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You can look at these figures yourself. Just ask Free and Peters for the undraped rating story in the Twin Cities.

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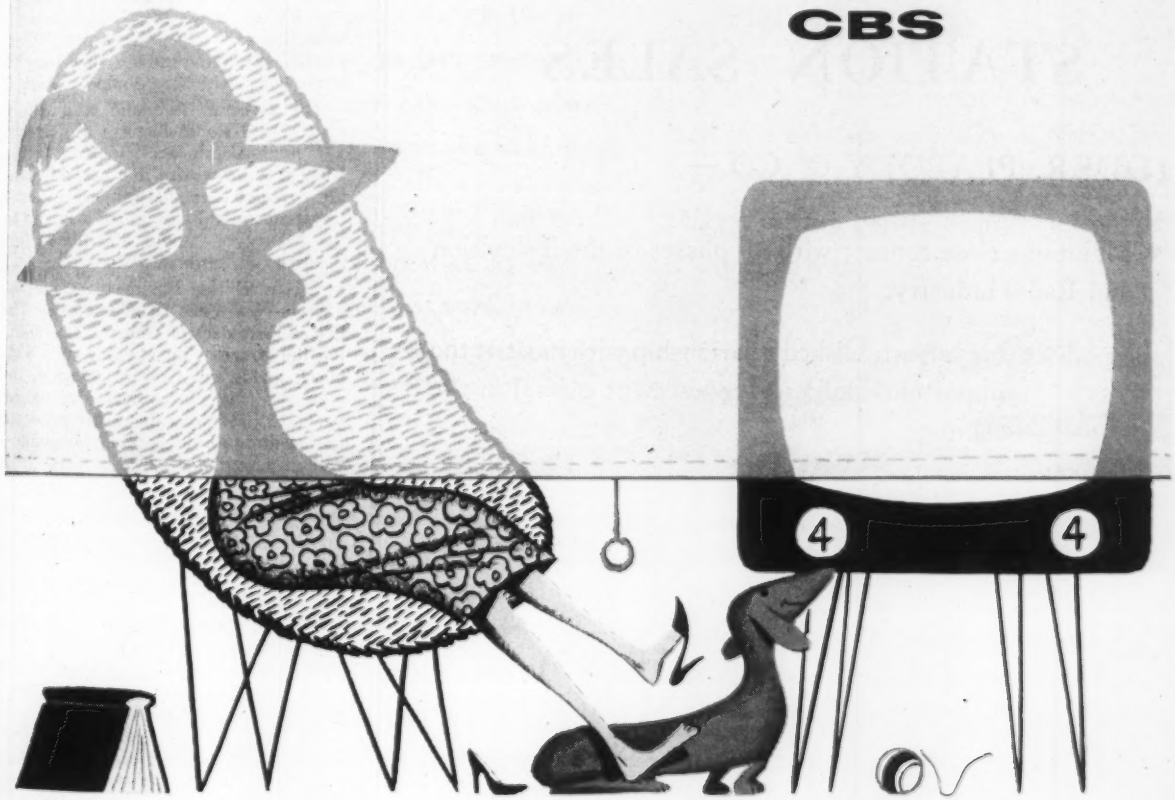

ABC GETS IN THE FILM BUYING ACT, PURCHASES 35 TOP BRITISH FEATURES

Action follows on the heels of General Teleradio's buy of the 800-film RKO library. Network will program some of $1.5 million in films in Sunday night spot against top CBS, NBC competition. Others will be syndicated. O'Neil pulls a surprise, says he'll put RKO films into theatres before opening them up to tv.

TELEVISION's "gold rush" for major studio feature films, touched off by General Teleradio's acquisition of about 800 films through purchase of RKO Radio Pictures [B•T, July 25], continued last week when ABC and ABC Film Syndication Inc. obtained 35 top British features for an estimated $1.5 million from General Film Distributors Ltd., a Rank Group affiliate, and Fine Arts Enterprises Inc.

Concurrent with this development, reports circulated that NBC-TV was negotiating with Columbia Pictures for a major purchase. A spokesman for Columbia told B•T that talks had been conducted with NBC-TV and also with other tv networks, but he said no transaction is imminent.

The 35 British films were acquired by ABC-TV and ABC Film through an exclusive long-term contract calling for the unlimited use of the features on television over a five-year period, starting this fall. Announcement of the agreement was made jointly by John H. Mitchell, vice president in charge of ABC-TV; George T. Shupert, president of ABC Film Syndication; John Davis, managing director of the Rank Group, and Arthur Epstein, president of Fine Arts Enterprises.

Mr. Mitchell disclosed that the films will be presented on ABC-TV this fall under the title of *Movie of the Week* (Sunday, 7:30-9 p.m. EDT), starting Sept. 18. The program, which will be sold by ABC-TV on a participating sponsorship, will be pitted against the highly rated *Toast of the Town* on CBS-TV (8-9 p.m. EDT) and *Colgate Comedy Hour* on NBC-TV (8-9 p.m. EDT), and apparently represents the first network move to counteract top-rated programming with feature films.

Films of ABC-TV and ABC Film that will be carried on the new network series include "Adam and Evelyn," with Stewart Granger and Jean Simmons; "The Importance of Being Earnest," with Edith Evans, Michael Redgrave and Joan Greenwood; "Island Rescue," with David Niven, Glynnis Johns and Barry Jones; "Odd Man Out," with James Mason and Robert Newton; "Tight Little Island," with Joan Greenwood and Basil Radford; "The Wicked Lady," with James Mason and Margaret Lockwood and "Stairway to Heaven," with David Niven, Kim Hunter and Raymond Massey.

Of the 35 films, 15 were acquired by ABC Film Syndication, which will be made available to local stations throughout the country. Titled the *Anniversary Package*, the block of feature films includes "Great Expectations," with John Mills, Valerie Hobson and Jean Simmons; "Brief Encounter," Celia Johnson, Trevor Howard; "The Seventh Veil," with James Mason, Ann Todd; "Black Narcissus," Deborah Kerr, Sabu, David Farrar; "Christopher Columbus," Frederic March, Florence Eldridge; "So Long at the Fair," with Jean Simmons, Dick Bogarde.

JUST THAT SIMPLE: Thomas F. O'Neil (l), president of General Teleradio, hands over the $25,000,000 check (lower picture) which buys the facilities of Howard Hughes' RKO Radio Pictures Inc. [B•T, July 25]. Attorney Thomas A. Slack accepts the check for Mr. Hughes.

The General Teleradio transaction, under which RKO Radio Pictures was purchased for $25 million, last week took on a new twist when it was revealed that current plans of GT are to emphasize the production and distribution of theatrical motion pictures and to release the library of "about 800 films" initially to theatres and "ultimately" to tv.

This revelation was made at a news conference in New York last Tuesday by Thomas F. O'Neil, president of General Teleradio, following the payment on Monday of a $25 million check made to Howard Hughes, who had controlled the film company for the last seven years. Mr. O'Neil offered the guess that some of the films would be made available to tv in "about a year."

Mr. O'Neil revealed that the original intention of General Teleradio was to obtain the RKO library of films for tv purposes. During the course of the negotiations, lasting more than a year, Mr. O'Neil continued, further study convinced him that "the film business could stand on its own merits," and "RKO is a successful business venture in itself." He acknowledged that theatrical exhibition of the newly acquired product is "now the compelling objective."

In reply to a question, Mr. O'Neil speculated that General Teleradio might set up a film network. He stressed that thinking of his company along these lines at present does not encompass the transmission of films on a network basis, but, rather, making the films available to a specified group of stations for local

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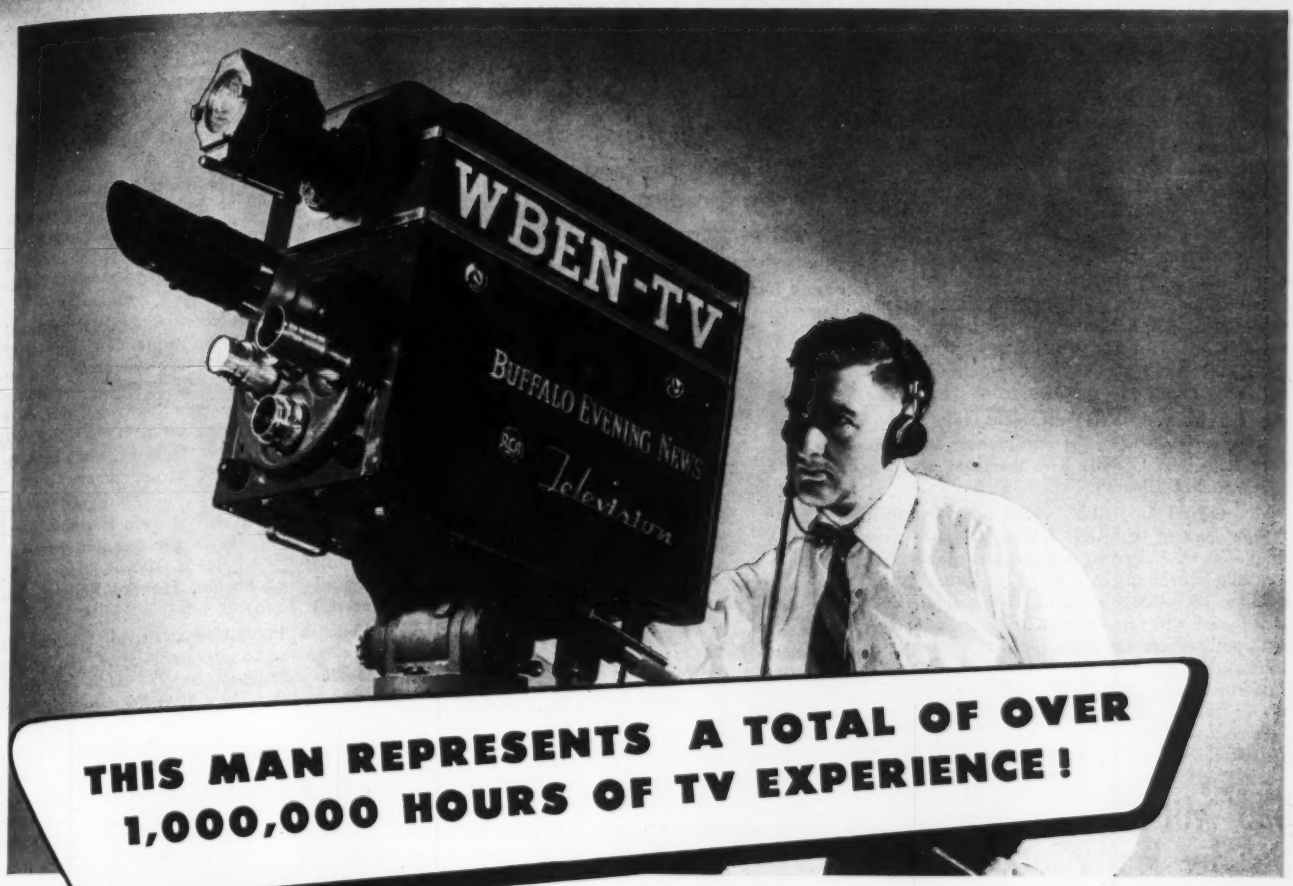

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Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*

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Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

CBS NETWORK

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WBEN-TV Representatives

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origination. He said the cost of network transmission is "prohibitive."

Mr. O'Neil disclosed that General Teleradio had borrowed $20 million from the Chase Manhattan Bank and $5 million from its parent company, General Tire & Rubber Co., to complete the transaction. He declined to elaborate on the financial details, other than to say that there "are no immediate plans for making stock available to the public."

Last Monday Mr. O'Neil was elected board chairman of RKO Radio, and John Poor, vice president of General Teleradio, a director. Three directors—Mr. Hughes, Noah Dietrich and A. D. Simpson—resigned from the board.

J. R. Grainger, RKO president, left Hollywood last Wednesday for conferences in New York with Mr. O'Neil. The meetings are expected to last 10 days.

Mr. O'Neil said that while no personnel changes among the RKO Radio staff are contemplated, C. J. Tevlin, vice president in charge of studio operations, will leave the company to continue his association with Howard Hughes. Mr. Tevlin will remain with the new management until it becomes more familiar with operations at the studio. Mr. O'Neil said that Charles L. Glett, who recently joined the executive staff of General Teleradio, will assume "supervisory" duties at the production facilities "for the present" [B•T, July 25].

$30 Million Package Set by Hollywood Tv

Film syndicator offers four new series and has another in the works. Thirteen pre-'48 feature films also released.

A $30 MILLION tv film package considered the most ambitious in the company's history was announced Thursday by Earl R. Collins, president of Hollywood Tv Service Inc., a subsidiary of Republic Pictures.

Among the new half-hour series being offered is *Stryker of Scotland Yard,* dramatization of famous cases of the British law enforcement agency. Another in the new offering is *Adventures of Dr. Fu Manchu,* mystery series from the stories of Sax Rohmer. A third, *Commando Cody, Sky Marshal of the Universe,* now being sponsored by General Foods on NBC-TV, is being offered on a syndicated basis. The fourth new program is *Behind the Scenes,* a situation comedy series based on the efforts of two girls to win movie stardom in Hollywood.

Mr. Collins announced that the package firm is now shooting another half-hour series, *Frontier Doctor,* featuring movie cowboy Rex Allen. He pointed out that all the half-hour shows run 26½ minutes.

Mr. Collins said the $30 million package also includes *Stories of the Century,* the half-hour western series which won an Emmy award last year.

Hollywood Tv Service also is releasing 13 feature films including five starring John Wayne. All of these pictures were made prior to 1948. These are called the Emerald Group.

There was some indication last week that Republic is thinking seriously about making available for television some of its features made since 1948, providing it can reach an agreement with the Screen Actors Guild over rerun payments to the featured stars. The film company considers the present residual formula for post-1948 films an almost insurmountable obstacle.

NATIONAL SALES FORCE SET UP BY ZIV TV

Walter Kingsley named to head new division, designed to gear product to national advertisers' needs.

ESTABLISHMENT by Ziv Television Programs Inc. of a new national sales organization and the appointment of Walter Kingsley as its sales manager were announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Television.

MR. KINGSLEY

Marking the entry of Ziv Television into the national sales field, the new organization, according to Mr. Rifkin, is "dedicated to servicing national advertisers with new products geared specifically for their national needs." Mr. Rifkin said that new programs will be "hand-tailored in production for our new national sales organization."

"The radical change in the Ziv organization," he added, "stems from increasing demand from leading advertisers for programming on a national level and to fit their national spot sales in multiple markets."

Mr. Kingsley has been with the company for six years, beginning as an account executive. He is credited with having developed Ziv's west coast sales division, and served most recently as western division sales manager. He will move from the West Coast to his new headquarters in New York.

Others appointed to the new organization are Allen Johnston, assigned to the western division, and Russ Clancy, the eastern division. Mr. Johnston has been an account executive with Ziv for the past two years, and formerly was with CBS in San Francisco, and with KGO in that city as sales manager. Mr. Clancy served most recently as a Ziv account executive in New York, and formerly was with WMGM New York and AP Radio.

Mr. Rifkin said the new national sales organization will augment Ziv's normal 76-man sales force. He added that an expanded program of production has been blue-printed by Ziv in keeping with the widening scope of its operations.

In line with the expansion into the national sales field, John L. Sinn, president, announced that a group of five tv film series will go into immediate production. The new series are *Dr. Christian, The Man Named X, I Love a Mystery, Mr. and Mrs. Theatre,* and *Craig Rice.* A staff of more than 16 writers has been assembled for the new programming.

Seven writers have been assigned to *Dr. Christian,* which will star Jean Hersholt in the title role. The writers are Leonard Freeman, Bert Styler, Albert E. Lewin, Howard J. Green, David Boehm, Howard Rodman, and Frederick Brady.

Ladislas Fraago, writer and authority on espionage and counter-intelligence, will serve as technical consultant on *The Man Named X,* writers on the series will be William F. Templeton and Les Crutchfield.

Writing assignments for *I Love a Mystery* will be handled by Douglas Morrow, Mel Goldberg, Dewitt Bodeen, and for *Mr. and Mrs. Theatre,* by Walter Newman, Stanley Niss, John Kneubuhl and Mr. Goldberg. Writers have not been assigned on *Craig Rice.*

SOUTHERN sponsorship of NBC Film Div.'s new *Steve Donovan, Western Marshal* series is signed for by W. E. Brock Jr. (r), president of the Brock Candy Co. of Chattanooga, Tenn. The show, with integrated commercials delivered by featured actors, starts Sept. 11 in seven markets. Witnessing the contract: W. E. Neal (seated) of Liller, Neal & Battle, Atlanta agency, and Sherman Adler of NBC Film Div.

Television Progs. of America Appoints Four to Staff

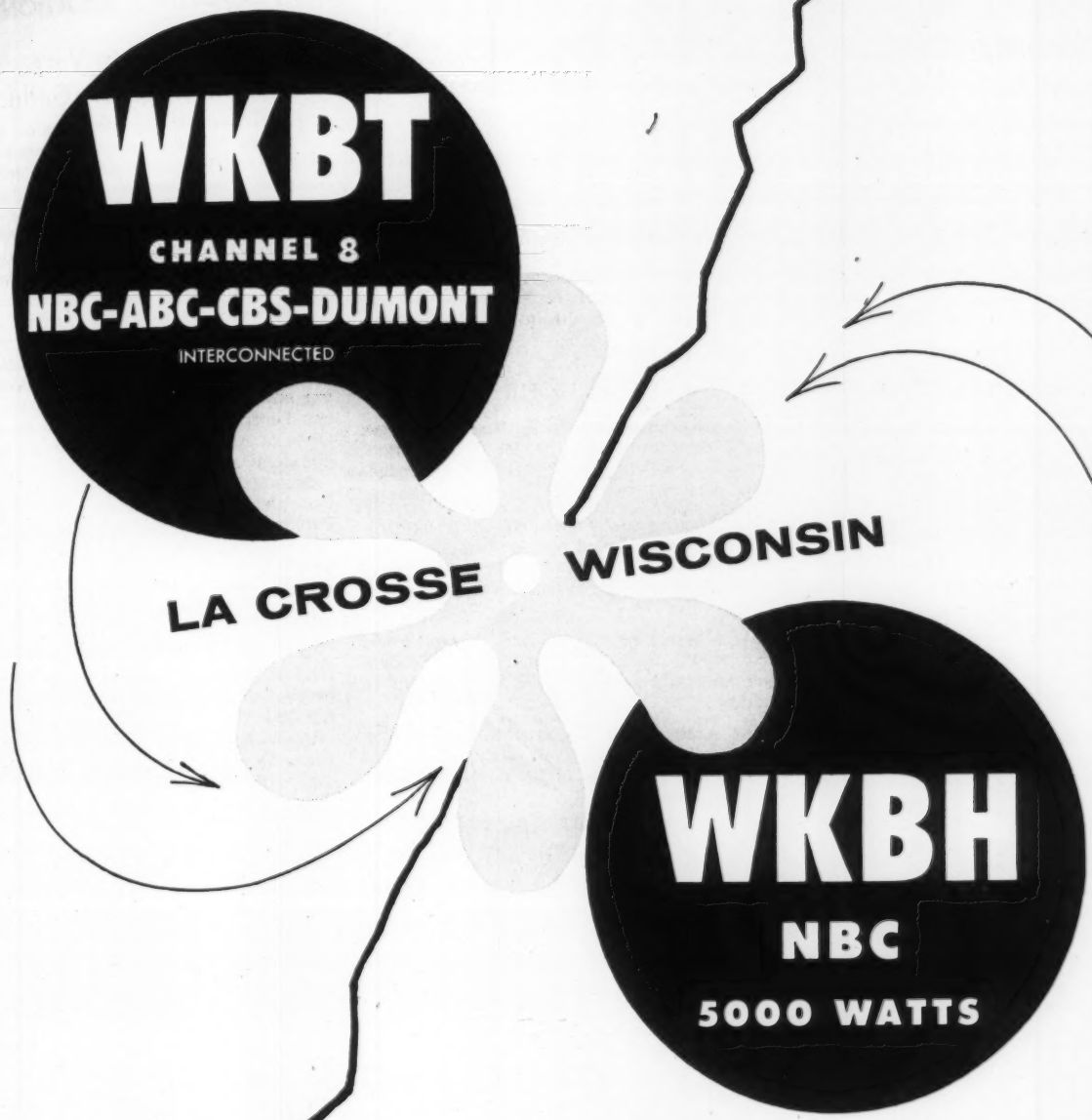
ADDITION of three new account executives to the staff of Television Programs of America Inc., New York, and the appointment of a head for the firm's client program promotion activities were announced last week by Michael M. Sillerman, TPA executive vice president. The account executives are Ted Rosenberg, James P. Bonfils and George W. Clark. Eleanor Gardiner has been named to coordinate an expansion in client program promotions.

Mr. Rosenberg has resigned as an account executive with Ziv Television Programs Inc. to join TPA. He will cover Philadelphia and other eastern markets. Mr. Bonfils, who also has been associated with Ziv, was sales manager of KTVI (TV) St. Louis immediately prior to his TPA affiliation. He will headquarter in St. Louis, replacing James Eells who recently was named manager of TPA's Chicago office.

Mr. Clark, who will headquarter in Kansas City, formerly was with WLS Chicago, WLW Cincinnati, Grant Adv. and MBS. Mrs. Gardiner leaves her post as director of the Metropolitan Div. of the American Assn. for the United Nations, New York, to join TPA.

Duffy-Mott Buys CBS Series

DUFFY-MOTT Co., New York, has bought the *Amos 'n' Andy* tv film series for 26 weeks in a total of 18 markets, it was announced last week by Wilbur S. Edwards, general sales manager of CBS Tv Film Sales. The agency is Young & Rubicam, New York. The series will be carried in New York, Chicago, Miami, New Haven, Philadelphia, Washington, Pittsburgh, Detroit, Cleveland, Cincinnati, Charlotte, Buffalo, Boston, Baltimore, Atlanta, Providence, Schenectady and Syracuse.



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WKBT—WKBH, LA CROSSE, WISCONSIN

BOB MORRISON, SALES MANAGER

Don M. Alexander Elected

ELECTION of Don M. Alexander as president of Alexander Film Co. was announced last week following a meeting of the board of directors. He succeeds his brother, J. Don Alexander, who died May 6.

Other officers are Don Alexander Jr., vice president; M. J. McInaney, vice president in charge of sales, and E. B. Foster, secretary-treasurer. Mrs. J. Don Alexander was elected to serve out the board term of her late husband.

FILM SALES

National Telefilm Assoc., N. Y., has sold *Fabulous Forty,* package of British motion pictures, to WNDU-TV South Bend, Ind.

Television Programs of America, N. Y., has announced first sales of *Science in Action* series recently placed in syndication to Twin City Federal Savings & Loan Assn., Minneapolis, on WCCO-TV there and to WVET-TV Rochester, N. Y., WILK-TV Wilkes-Barre, Pa., and CBMT (TV) Montreal.

MCA-TV Film Syndication, N. Y., has sold Gene Autry and Roy Rogers package of 45 films to Caribbean Network for telecasting on WAPA-TV Puerto Rico and station in Havana scheduled to go on air in October.

Sterling Television Co., N. Y., has sold *Little Theatre* to Hot Point Co. for WJBK-TV Detroit and *World We Live In* to Leco Mills Inc. for WNCT-TV Greenville, N. C.

Associated Artists Productions, N. Y., has sold package of 55 first-run feature films to WAAM (TV) Baltimore, WSM-TV Nashville, WLBC-TV Muncie, Ind., and KTSM-TV El Paso, Tex. Package currently is being carried in 75 markets.

ABC Film Syndication, N. Y., has sold *Douglas Fairbanks Jr. Presents* to Stroh Brewing Co., Detroit, for showing on WXYZ-TV Detroit, WNDU-TV South Bend, Ind., WBNS-TV Columbus, Ohio, WHIZ-TV Zanesville, Ohio, WNBK (TV) Cleveland, WNEM-TV Bay City, Mich., and WWTV (TV) Cadillac, Mich.

Motion Pictures for Tv, N. Y., has sold 500 feature and 150 western films to WTAO-TV Cambridge, Mass.

FILM PEOPLE

Robert Koenig, formerly local sales manager and co-op sales director, KWWL-TV Waterloo, Iowa, to syndicated div., Kling Film Productions, Chicago, as writer.

Hank Long, account executive, has been promoted to newly-created post, western sales manager, MCA-TV Film Syndication Div. He was erroneously identified as Hank Williams in B•T, July 25.

Robert Weissberg, film buyer, Station Films Inc., N. Y., named film buyer, Tv Inc., collective film buying organization for group of tv stations.

Tony Azzato, Nate Zelikow and **Brad Berne** named sales representatives, Studio Films Inc., N. Y., headquartering in N. Y., Houston and Chicago, respectively.

Maxwell Glassburn, formerly with Rockhill Productions Inc., N. Y., to sales staff, Reela Films, Miami.

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Music Creators to Vote On New Composers Guild

BALLOTS were to have been sent out last Friday by the National Labor Relations Board to all those employes of the nine major film studios comprising the Assn. of Motion Picture Producers, who are in the fields under the jurisdiction of the Composers Guild of America.

The votes, under the terms of a consent election agreed upon by the AMPP and the CGA, are returnable on or before Aug. 10.

Composers, lyricists and persons creating music to supply commercial needs in both Hollywood and New York have formed the guild, with Leith Stevens as president. The organization has the cooperation of the American Federation of Musicians and the Writers Guild of America, whose interests are close but not identical.

Members of the AMPP are: Allied Artists, Columbia Pictures, Loew's Inc. (MGM), Paramount Pictures, Republic Productions, RKO-Radio Pictures, 20th Century-Fox, Universal-International and Warner Bros.

Scenic Artists, Networks Agree to New Wage Terms

DETAILS of wage provisions of a new contract between New York Scenic Artists Local No. 829 and ABC-TV, CBS-TV and NBC-TV were released last week. A long standing dispute over wages had prompted the union to authorize a strike against the networks [B•T, July 18].

Agreement was reached by the union and the networks through the intercession of the Federal Mediation & Conciliation Service on July 22. The new three-year contract provides for wage increases to network scenic designers from $210 weekly to $230; to costume designers from $157.50 weekly to $173 and to journeymen scenic artists from $159.39 to $170. The contract is retroactive to last April 1, when the old pact expired.

The contract covers some 190 employes at the three networks. Under its terms, costume and scenic designers, classified as "professional" personnel, are on an unlimited work schedule. Journeyman scenic artists operate on a 40-hour week, with a paid lunch hour included in the schedule.

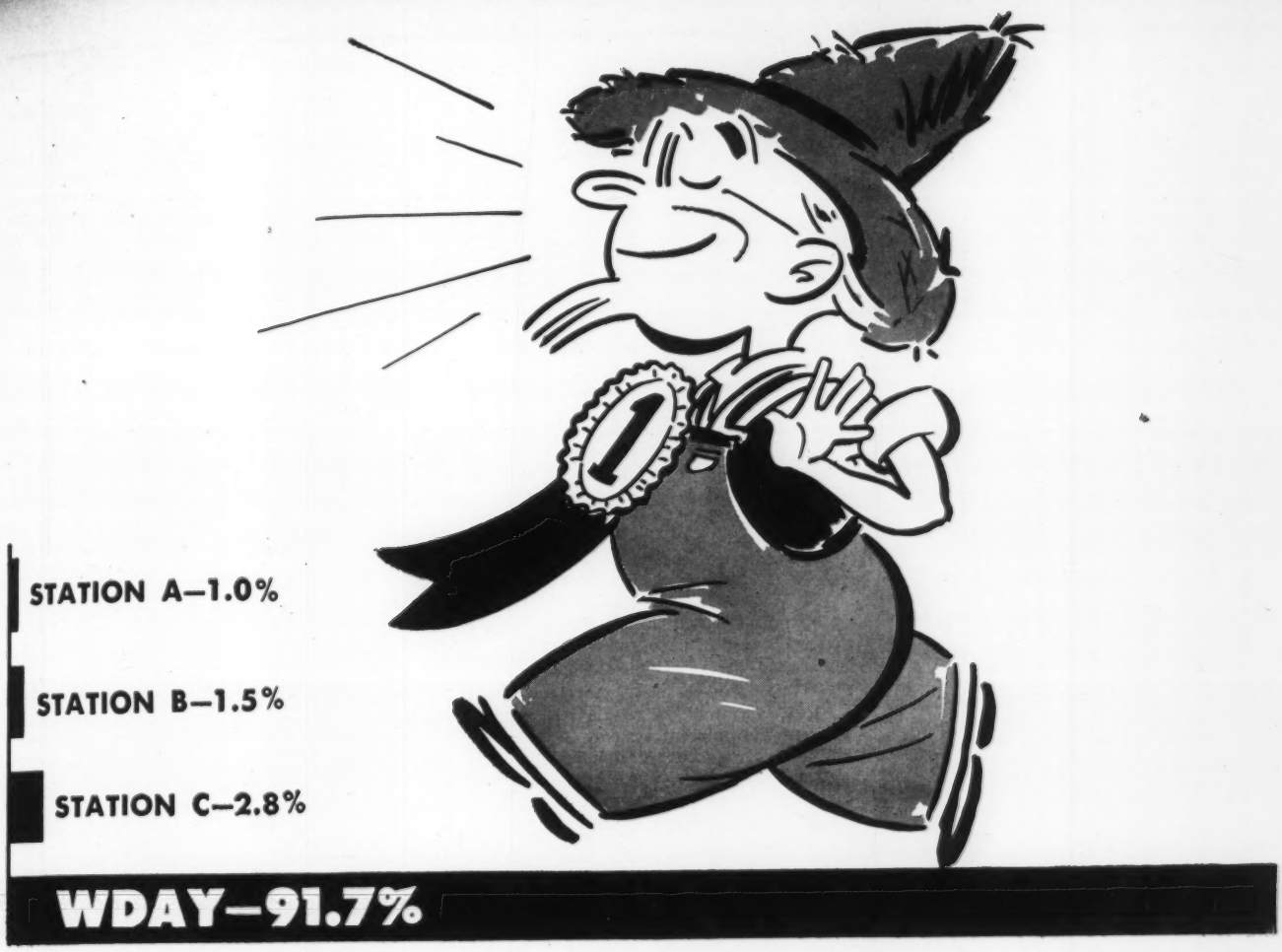
Car Dynamited at WAPI; Police Threaten Action

ULTIMATUM against further violence or bombing has been issued by county and city law enforcement officers following the dynamiting of an automobile parked at WAPI Birmingham's transmitter. The blast caved in nine windows at the Sunset Mountain plant and damaged the front end of a car owned by J. H. Metz, technician.

IBEW technicians have been on strike at WAPI since July 1, picketing the station properties. Other Birmingham stations face the prospect of similar walkouts with expiration of current contracts. AFM musicians have ignored the IBEW pickets at WAPI and WABT (TV) which have been operating normally.

Freeman Elected IBEW Head

GORDON M. FREEMAN, 59, of Cincinnati, has been named president of the International Brotherhood of Electrical Workers (AFL), succeeding J. Scott Milne, who died July 20 in Portland, Ore. Mr. Freeman had been international vice president for a five-state area that includes Kentucky, Maryland, Ohio, Virginia, West Virginia and District of Columbia. He is a native of Portsmouth, Ohio.



WDAY POLLS 91.7% IN THE 41 COUNTIES AROUND FARGO!

THE Northwest Audit Company of Fargo has just completed a Rural Radio Survey in the Red River Valley Area. A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions.

This question was asked each family: "To what one radio station does your family listen the most?"

Twenty-five stations were mentioned in the returns. Of the 1681 replies, *1541* preferred *WDAY!* Rural listeners chose WDAY *32* to *1* over the second-best station — *11* to *1* over all 24 other stations *combined!*

This survey, which covered 41 counties in North Dakota, Minnesota and South Dakota, is a perfect example of the almost unbelievable preference that WDAY enjoys in this rich farming area.

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SUSPENDED UHF OFFERS ITSELF TO FCC AS GUINEA PIG FOR PAY-SEE TV TEST

WFMZ-TV Allentown-Bethlehem-Easton says it would operate fee-tv service for three years on 56% paid, 44% normal tv basis. Experiment would supply facts for decisions on value of the service.

PROVING GROUND for fee tv was offered the FCC Friday by Penn-Allen Broadcasting Co., which recently suspended operation of WFMZ-TV (uhf) in the Allentown-Bethlehem-Easton, Pa., area.

WFMZ-TV proposed to operate a three-year fee-tv service 56% of the time and restore its normal uhf program service the other 44% (five hours daily).

The plan was conceived by Raymond F. Kohn, WFMZ-TV president-general manager, who proposed it in May to Ben Strouse, vice president-general manager of WWDC-AM-FM Washington (31.9% owner of Penn-Allen). Mr. Strouse is WFMZ-TV sales consultant.

Basis of the plan is the national interest in fee tv and the complete lack of experience data on which FCC, public or industry can base decisions, according to the application.

At the outset Penn-Allen makes this statement, "If the claim is true that subscription television would mean the death of progressive 'free' television, applicant is opposed to subscription television. But applicant would hardly presume such clairvoyance on its own part or assume it is the particular gift of another party at this stage of the issue."

FCC last February issued notice of proposed rule-making for paid tv service. By June 9, deadline for comments, 20,000 letters and cards had been received from the public along with comments from the industry. Reply briefs will be received up to Sept. 9.

Penn-Allen asks a quick FCC grant, contending no hearing is necessary. It is "neither a proponent nor opponent" of fee tv.

Mr. Strouse told B•T he had found intense interest in the proving ground idea among Commission, legislative and industry groups. He has talked with manufacturing firms controlling decoding devices.

The Penn-Allen petition to the FCC includes an array of economic studies showing potential operating cost and income data based on varying cost of decoders for receiving sets and varying number of home installations.

Decoders would be placed in homes without cost to set owners, with Penn-Allen interested in raising capital to finance these installations. Cost per decoder was estimated from $50 to $100.

A proposed program schedule, termed a "master guide," was included in the petition. It details program service throughout the viewing day, with cost per program ranging for the most part from 50 cents up to $1 and $2.

Starting with an original 5,000-set circulation, Penn-Allen submits data indicating a 5% sets-tuned rating would bring in $125 income to the station for an afternoon educational program costing the viewer a 50-cent fee. The income ranges up to around $10,000 for a circulation of 30,000 decoders of which 35% were tuned to an 8-10 p.m. Friday football game. This game would cost the viewer a $1 fee. Opera would cost $2.

Average estimates ranged from $75 station income for an educational program (3% rating) with a 5,000 circulation to $7,500 for a football game (25% rating) with 30,000 decoder circulation.

In its table showing probable operating costs, Penn-Allen included program production and AT&T charges. It based these figures on the hope that cost of rights and films would be low because of the cooperative nature of the undertaking.

Penn-Allen told the FCC it assumes "the public interest and the self-interest of all parties connected with the sources of the programs proposed in this application" will bring participation on a cooperative basis "to achieve the objectives." It does not expect these parties "will charge for performance rights or assess any other such fees except those that may be reasonable and necessary to indemnify certain directly affected parties against economic loss for a reasonable period of the proposed operation which will afford an opportunity to develop all of the facts to guide the Commission.

"It is inconceivable that most if not all the programs proposed in this application will not be available because of the vital concern of each interested party in this issue of subscription television."

FCC was told Penn-Allen doesn't endorse any of the different systems of scrambling or any make of decoder. It hopes, however, the subscription tv people will be interested enough in a proving-ground operation to help solve the problem of putting decoders in home receivers.

The applicant insists the pilot station must be the only fee outlet in the market. Arguments are offered to back up this position: There will be a limited number of decoder installations rather than costly saturation; multiple stations would provide radiation, height, location and other technical differences prejudicing the value of the findings (what the public thinks of fee tv); this test should not be subjected to hazards and confusion not inherent in the pilot run itself; one-signal service will provide objective and conclusive answers; any other course would raise the question of whether it was the idea or execution that was at fault; in the Allentown-Bethtlehem-Easton market, a multiple-station test would deprive the public of some existing tv service.

Summing up this contention, Penn-Allen said, "It is not the source of the picture carrying the program that is in any way important to the achievement of the purpose of this request; it is the reaction of the public to the idea and content of the program received that is the object of measurement."

Asking the rhetorical question, "Is subscription television on a nationwide basis in the public interest?" Penn-Allen offers this reply:

"There is presently no way of knowing the answer to this crucial, all-important question. If subscription television solves the serious problem of educational television, of high school, collegiate and professional sports, if it can succeed in bringing great cultural benefits on a much wider basis to more homes, if the genius of the creative arts can become the possession of more people everywhere, and if, at the same time, subscription television is a means of adding a new, dynamic and beneficial dimension to the economics of broadcasting, making possible greater use of more television channels in more communities, then obviously the public interest will be served."

If fee tv advocates and opponents have succeeded in confusing the industry, Penn-Allen argues, "one can hardly expect the general public to be better equipped to answer this question."

The tri-city area is ideal for proving ground purposes, it is contended. Three Philadelphia stations, 50 air miles away, serve the area in addition to two local uhf outlets. Seven New York stations hit the eastern fringe and there are Lancaster and Wilmington, Del., signals. Thus the tri-city viewers will have plenty of programming from existing stations.

WFMZ-TV has ample studio facilities for program originations, it is argued, and claims an outstanding public service record. Grant of the application would restore important non-fee local service to the area and not deprive the public of a single hour of existing free service, it is explained.

While 56% fee-44% free service is proposed by WFMZ-TV, the petition makes clear that

WFMZ-TV VIEWERS WOULD PAY:

THE AVERAGE VIEWER would pay $159 per year or $3 a week for fee tv program service under a proposed proving ground project submitted Friday to the FCC, using median tune-in estimates. Cost of an individual program would range from 50 cents for a daytime educational broadcast to $2 for an opera.

WFMZ-TV ONE-YEAR AMORTIZATION PLAN:

	5,000 Units	10,000 Units	15,000 Units	20,000 Units	25,000 Units	30,000 Units
$50 Per Decoding Unit						
Income Potential	$ 796,695	$1,593,387	$2,390,082	$3,186,777	$3,983,469	$4,780,164
Expenditures	963,110	1,213,110	1,463,110	1,173,000	1,963,000	2,213,110
Net Gain (Loss)	$ (166,415)	$ 80,277	$ 926,972	$1,473,777	$2,020,469	$2,567,054
$75 Per Decoding Unit						
Income Potential	$ 796,695	$1,593,387	$2,390,082	$3,186,777	$3,983,469	$4,780,164
Expenditures	1,088,110	1,463,110	1,838,110	2,213,110	2,588,110	2,963,110
Net Gain (Loss)	$ (291,415)	$ 130,277	$ 551,972	$ 973,667	$1,395,359	$1,817,054
$100 Per Decoding Unit						
Income Potential	$ 796,695	$1,593,387	$2,390,082	$3,186,777	$3,983,469	$4,780,164
Expenditures	1,213,110	1,713,110	2,213,110	2,713,110	3,213,110	3,713,110
Net Gain (Loss)	$ (416,415)	$ (119,723)	$ 176,972	$ 473,667	$ 770,359	$1,067,054

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this is only for proving ground purposes. If FCC ultimately approves unlimited fee tv, Penn-Allen suggests the tri-city area might have, say, four stations and they would operate 14% fee-86% free service.

If all the premises are well-taken, Penn-Allen's big package of tables provides a bright economic future for the proving-ground project. And "if it is true, as proponents claim, that the public will accept the concept of paying a fee for programs such as is proposed in this application, then the costs of the proposed test will be self-amortizing even on the low-income estimate basis; provided, however, that the Commission, in recognizing the initial financial outlay necessary, authorizes a test period not only of such duration imperative to ascertain conclusive factual knowledge but also of such duration as will give reasonable assurance to risk capital of amortizing the costs of the project."

Penn-Allen proposes to supply monthly reports on the operation. It envisions 5,000 decoder installations in receivers in the last quarter of 1955, ranging up to 25,000 by September of next year.

The program analysis submitted to the FCC is based on 9% education, 14% news-sports, 29% feature films and 4% entertainment, adding up to the 56% of operating hours devoted to fee tv service during the proving-ground period.

WFMZ-TV's operating costs (all broadcast expenses except line and production costs of New York and Philadelphia originations) would amount annually to: technical $103,104; program $85,320; sales $22,836; general-administrative $61,344, or a total of $272,604.

On top of that, the application states, would be these additional toll-tv operating costs per year: Bookkeeping $3,600; promotion-publicity director $7,200; research director $7,200; clerical-typing $7,200; advertising-promotion-publicity $60,000, or a total of $85,200.

Cost of AT&T service was averaged at $338.84 per program for 228 originations per year in New York and Philadelphia. Production cost was averaged at $725 for each of the 228 programs.

Summarized, the overall station operating costs per year are as follows:

	Average Monthly	Annual
WFMZ-TV	$22,717	$272,604
Toll Tv Additional	7,100	85,200
AT&T Service	6,438	77,256
Originating Production	14,837	178,050
TOTALS	$51,082	$613,110

Costs are estimated, too, for the complete project including decoding units. With 5,000 circulation, decoding units at $50 each would run $250,000 on a fast writeoff basis (12 months) or $125,000 on a two-year amortization. With 30,000 decoders, the 12-month cost would be $1,500,000 for the units, or $750,000 on a two-year amortization. These figures rise proportionately when decoders are estimated at $75 each and at $100 each.

The physical plant for the fee tv operation involves an expenditure of $100,000 per year. Adding this to the $613,110 (WFMZ-TV cost plus other items) gives $713,110 to be added to the annual total project expenditures.

Figuring on a three-year amortization basis, annual cost of 5,000 decoder installations is $83,333 ($50 per decoder), $125,000 ($75 per decoder) and $166,666 ($100 per decoder). The figures range upward as circulation increases to 10,000, running $500,000 per year ($50), $750,000 ($75) and $1,000,000 ($100).

ON-AGAIN, OFF-AGAIN PROBE OFF AGAIN; MAGNUSON POSTPONES ACTION 'TIL 1956

Investigation of networks and uhf, started by GOP 83d Congress and carried over to Democratic 84th, now set for next January. Here's the B•T account of what the 84th's first session did—and didn't.

THE Senate Interstate & Foreign Commerce Committee's sometimes hurrying, sometimes ambling investigation of the networks and uhf-vhf troubles—spawned under a Republican regime and continued by the Democrats—slowed down to a comfortable walk last week in the waning days of the 84th Congress' first session.

As Senators prepared to shut down shop on the Washington scene, Committee Chairman Warren G. Magnuson (D-Wash.) came out of a closed-door huddle of his group to announce that hearings by the committee—by last account planned for this fall—will not be held until next January. This would put the hearings exactly one year later than the date originally proposed by Sen. John W. Bricker (R-Ohio) as committee chairman last year [B•T, Aug. 2, 1954].

Sen. Magnuson's announcement last week set forth these developments:

• The committee's scheduled hearings will be held the "second or third week in January." Sen. Magnuson said he could not get enough committee members together to hold the hearings this fall. It's only a few months until January, anyway, he said.

• Sidney Davis, majority counsel for the investigation, is resigning [B•T, July 25] because of ill health. Sen. Magnuson gave no other reason, although it was understood Mr. Davis' investigation plans were strongly opposed by GOP members of the committee (see story, page 76, and B•T, July 25).

• He will be replaced as majority counsel by former Sen. Clarence C. Dill of Washington, one of the principals in creating the old Federal Radio Commission and an author of the Communications Act of 1934. Although Sen. Magnuson said Mr. Dill will take over actively, it is not expected that he will head the investigation to its conclusion. Sen. Magnuson said Mr. Dill, as a consultant, has been "working diligently on the technical phases" of the investigation (i.e., revisions in the Communications Act).

• There apparently won't be any "farming out" of any phases of the study to foundations. Sen. Magnuson said the committee had "only toyed" with the idea of turning over to foundations such parts of the committee's study as the "free speech" provisions of the Communications Act. Answering a question, he said that the proposed foundation studies were "not necessarily" being dropped because of opposition by GOP committee members. There is some question, he said, in having such groups take part in Congressional studies when there is no precedent. A spokesman for Sen. Bricker, however, said the ranking committee Republican was dead set against participation by the Ford Foundation's heretofore-mentioned Fund for the Republic, which he considers too liberal an outfit.

• Mr. Davis will submit a progress report before leaving the committee. The report presumably would include a resume by Robert L'Heureux, the committee's minority counsel for the investigation, and would be submitted before Congress recesses.

• Sen. John O. Pastore (D-R. I.), No. 2 Democrat on the committee, may preside at some of the hearings planned next year [B•T, July 25]. Sen. Magnuson said that the probe will be continued by the full committee, but that Sen. Pastore is vice chairman, and thus, probably will preside at least part of the time during hearings. Sen. Pastore also is chairman of the Communications Subcommmittee.

Sen. Magnuson pointed to the FCC's preparations to begin its $80,000 study of network broadcasting (see story, page 76) and said the Commission already has done work in "simplifying new procedures." The recently-appointed *ad hoc* engineering committee, named to study allocations and related problems, also is busy, he said.

With the departure of Mr. Davis from the committee, it was difficult to predict which direction the investigation now will turn. Mr. Davis' plan had as its keystone an engineering allocations study, and would go into network affiliations dealings with advertisers and agencies, rates, discounts, program packaging, multiple ownership, and other non-technical inquiries.

The *ad hoc* engineering group, given carte blanche by Sen. Magnuson on how and what to study, originally had been asked to study: (1) possible us of the 88-108 mc band to add three more vhf channels; (2) possible reallocation of channels not now being sought; (3) techniques such as "drop-ins" and directionalization; (4) "selective deintermixture," and (5) and other worthwhile suggestions.

Jones, Plotkin Shadows

Foreshadowing the committee investigation are the reports and recommendations made last February by Washington attorneys Harry M. Plotkin and Robert F. Jones, former Democratic and Republican counsel, respectively, from the time the preliminary investigation started until they submitted their final reports.

Mr. Plotkin, former FCC assistant general counsel, who joined the committee last year as minority counsel, become majority counsel when the Democrats won control of the Congress. In his final report he recommended that the FCC consider selective deintermixture; that Congress eliminate the 10% Federal excise tax on uhf tv sets; that affiliation standards be set by the networks and reviewed by the FCC; that networks be required to furnish programs to all stations; that option time be eliminated; that representation of affiliated stations by networks be abolished; that the FCC and the Justice Dept. make reports on what they think and are doing on the Plotkin recommendations and that the FCC study line charges and multiple ownership [B•T, Feb. 7].

Mr. Jones, former FCC member and Congressman from Ohio, who started with the committee as majority counsel but became minority counsel when control of the Senate changed to the Democrats, made these recommendations and remarks: that the committee make further studies of the problems; that uhf be enabled "by law or regulation" to overcome the "artificial and technical disadvantages" of the FCC's 1952 allocations plan; that the FCC gather further technical data; that the FCC furnish additional financial information on stations and networks; that more of the total broadcast revenues be channeled to smaller markets; that networks adopt a uniform affiliation policy; that the FCC establish a uniform accounting procedure for furnishing more complete financial information to the Commission and that each

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Southern Nebraska and Northern Kansas
Summary Table — Average Ratings — % TV Homes

	KOLN-TV	"B"	"C"	"D"
SUNDAY: 1:00— 5:00 P.M.	12.7	4.8	8.2	2.1
5:00—11:00 P.M.	17.9	8.4	9.5	3.3
MONDAY THRU FRIDAY:				
1:00— 5:00 P.M.	10.6	5.1	5.5	2.3
5:00—11:00 P.M.	19.8	9.4	9.0	2.8
SATURDAY: 1:00— 5:00 P.M.	16.3	5.8	5.8	2.0
5:00—11:00 P.M.	21.0	10.8	9.8	2.9
TOTAL: 1:00— 5:00 P.M.	11.7	5.1	5.9	2.2
5:00—11:00 P.M.	19.7	9.5	9.2	2.9

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KOLN-TV — LINCOLN, NEBRASKA
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WMBD — PEORIA, ILLINOIS

HOW RADIO-TV LEGISLATION FARED IN THE 84TH CONGRESS

IN THE SENATE

S 771, Sen. John M. Butler (R-Md.) and others. Withdraw from persons convicted of subversive activities and members of subversive organizations equal right opportunities in political broadcasts. Referred to Pastore subcommittee.

S 825, Sen. John W. Bricker (R-Ohio). Authorize FCC to regulate networks. In Senate Commerce Committee.

S 950, Sen. Warren G. Magnuson (D-Wash.). Prohibit broadcasts of certain gambling information (horse racing information). In Senate Commerce Committee.

S 1208, Sen. John M. Butler (R-Md.). Relieve stations from liability for defamatory statements made in political broadcasts by candidates. In Senate Commerce Committee.

S 1390, Sen. Estes Kefauver (D-Tenn.). Prohibit transmission of certain gambling information (horse race data). In Senate Commerce Committee.

S 1456, Sen. Magnuson. Amends four sections of Communications Act relating to common carriers and non-broadcast stations. Hearing held, reported to Senate Commerce Committee by Pastore subcommittee.

S 1549, Sen. Magnuson. Authorize FCC to impose administrative fines on non-broadcast stations for violation of FCC regulations. Referred to Pastore subcommittee, hearing held.

S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee and reported to full Commerce Committee. Commerce Committee approved identical House-passed version (HR 5614) and reported to Senate floor Thursday.

S 1909, Sen. Richard L. Neuberger (D-Ore.). Require tv stations to inform viewers when political candidate being televised is using face make-up or prompting devices. In Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory relief against orders of agency. In Senate Commerce Committee.

S 2306, Sen. Frederick G. Payne (R-Me.). Implement proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. In Senate Commerce Committee.

S 2321, Sens. Carl Hayden (D-Ariz.) and Homer Capehart (R-Ind.). Prohibit FCC from denying grant to competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Referred to Pastore subcommittee.

S Res 13, Sen. Magnuson. Authorizes Senate Commerce Committee to make investigations, including networks and uhf-vhf probe, with funds of $200,000. Approved by Senate.

S J Res 33, Sen. Price Daniel (D-Tex.). Identical to S 950 above. In Senate Commerce Committee.

S 2639, Sen. Magnuson. Increase salary of FCC members and those of certain other agencies from $15,000 to $21,500 yearly. (See story, page 77). In Senate Commerce Committee.

S 923, Sen. William Langer (R-N. D.). Prohibit advertising of alcoholic beverages on radio, tv or in other media. In Senate Commerce Committee.

S 1898, Sen. Russell Long (D-La.). Allow federal excise tax credit of $7 each on tv sets equipped for all uhf channels. In Senate Finance Committee.

S 636, Sen. Thomas C. Hennings Jr. (D-Mo.). Revise upward legal limit political candidates may spend in election campaigns. Hearing held by Senate Elections Subcommittee of Rules & Administration Committee. Reported to Senate floor and passed over twice on consent calendar.

S Res 17, Amend Senate rules so witness at committee hearing can object to appearing before tv cameras on grounds of harassment and distraction, with committee members deciding whether cameras are to be allowed (most Senate committees follow this practice generally). Placed on Senate calendar and passed over several times.

S 2628, Sen. Olin D. Johnston (D-S. C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. In Senate Post Office & Civil Service Committee.

IN THE HOUSE

HR 177, Rep. Katherine St. George (R-N. Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. In House Commerce Committee.

HR 524, Rep. Carl Hinshaw (R-Calif.). Designate subscription tv and theatre tv as common carriers. In House Commerce Committee.

HR 626, Rep. Emanuel Celler (D-N. Y.). Prohibit commercial sponsorship of televised or broadcast coverage of congressional hearings. In House Commerce Committee.

HR 789, Rep. Kenneth Keating (R-N. Y.). Anti-gambling bill (see S 950, S 1390, S J Res 33). In House Commerce Committee.

H J Res 138, 139, identical bills by Rep. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.) to limit radio-tv antenna towers to 1,000 feet. In House Commerce Committee.

HR 3461, Rep. J. Percy Priest (D-Tenn.). Anti-gambling bill (see HR 789 and similar Senate bills). In House Commerce Committee.

HR 3789, Rep. Edward T. Miller (R-Md.). Equal rights (see S 771). In House Commerce Committee.

HR 4073, Rep. Kenneth Keating (R-N. Y.). Anti-gambling (see HR 789, HR 3461 and similar Senate bills). In House Commerce Committee.

HR 4814, Rep. Edward T. Miller (R-Md.). Libel relief (see S 1208). In House Commerce Committee.

HR 4939, Rep. Priest (see S 1456). In House Commerce Committee.

HR 5613, Rep. Priest (see S 1549). In House Commerce Committee.

HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearings held by Harris subcommittee, approved by House Commerce Committee, passed by House with amendments and approved by Senate Commerce Committee Thursday and placed on calendar.

HR 5741, Rep. John W. Heselton (R-Mass.). Provide FCC regulation of amount of radio and tv program time which may be devoted to advertising. In House Commerce Committee.

HR 6631, Rep. Priest (see S 2128). In House Commerce Committee.

HR 6810, Rep. Harris. Implements Stanton proposal on time for political candidates (see S 2306). In House Commerce Committee.

HR 6899, Rep. Celler. Prohibit subscription forms of tv. In House Commerce Committee.

HR 6913, Rep. Frank Chelf (D-Ky.). Deny FCC right to decide subscription tv question. In House Commerce Committee.

HR 6968, Rep. John V. Beamer (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-tv facilities. (Also see S 2321.) In House Commerce Committee.

HR 6977, Rep. Harris (see HR 6968, S 2321). In House Commerce Committee.

HR 4627, Rep. Eugene Siler (R-Ky). Anti-alcohol advertising (see S 923). In House Commerce Committee.

HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1955 to work on applications backlog. Approved by House, Senate, signed by President.

HR 4070, Rep. Frank Ikard (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted upon. Treasury Dept. made unfavorable report.

H Res 99, Rep. George Meader (R-Mich.). Amend House rules to permit broadcasting and televising of House committee public hearings. Hearings held and turned down by House Rules Committee.

HR 5240. Independent Offices Appropriations Bill for fiscal 1956. House approves $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approves House-passed $6,870,000 figure after hearings by Senate Appropriations Subcommittee.

HR 7024, Rep. Richard M. Simpson (R-Pa.). Exempt radio and tv sets used in business from 10% federal excise tax; also radio and tv components used in manufacture of any article. Reported by House Ways & Means Committee to House floor, passed by House. Reported to Senate floor by Senate Finance Committee with amendment.

HR 7387, Rep. Sid Simpson (R-Ill). Raise FCC salaries from $15,000 to $22,500. In House Post Office & Civil Service Committee.

HR 7619, Rep. Tom Murray (D-Tenn.). Raise FCC salaries to $19,000. Reported to House floor by House Post Office & Civil Service Committee.

HR 7620, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619.) In Post Office & Civil Service Committee.

station file information with the FCC on its measured coverage [B•T, Feb. 21].

Mr. Plotkin's report was described in one quarter as spelling the "end of networks," if implemented, while Mr. Jones' report was looked upon as a proposed prelude to making networks common carriers. (Sen. Bricker, who released the Jones report, implied as much in accompanying statements supporting his proposal, introduced in both the 83d and 84th Congresses, that networks be made subject to FCC regulation.)

At the time the Plotkin and Jones reports were released, Sen. Magnuson mandated the FCC and Justice Dept. to report back on the suggestions set forth by the two, making a preliminary report within 30 days, interim reports at 60-day intervals and final reports at the end of six months.

The FCC's preliminary, and to date only, report back to the committee [B•T, March 21], asked that Congress authorize an FCC study of network broadcasting—something the FCC said it had been wanting to do for several years. (Congress later voted the FCC $80,000 to get started on such a study.) The FCC said it felt the country already had an adequate television service; that its 1952 allocations plan was sound; that obstacles (such as limited economic support) are in the way of bringing a first outlet to many communities; that it has been difficult for the economy to absorb all the new stations; that the FCC is taking several actions to help matters within the present allocations plan; that its proposals for low-power stations and stricter policies on location of transmitters within communities will help; that it is seeking to reduce line charges; that it is studying "selective deintermixture"; that most sets being made do not tune uhf channels and that exemption of the 10% excise tax on uhf sets will help.

Hennock Criticized Both

In a separate opinion, former FCC Comr. Frieda B. Hennock criticized both the Plotkin and Jones reports and the FCC's reply to the committee [B•T, May 2].

Germination of the committee's investigation came with the increasing difficulties met by uhf television stations in competition with vhf outlets. The loud complaints of the uhf stations, many of which surrendered their permits or suspended operation, resulted in hearings during the early summer last year by the Communications Subcommittee then headed by Sen. Charles E. Potter (R-Mich.). The Bricker bill for FCC regulation of networks followed, and not long afterward an announcement by Sen. Bricker, then chairman of the full Senate Commerce Committee, that an investigation would be conducted by the parent committee.

Another investigation threatened in the radio-tv field after the elections in November 1954 did not materialize. This was by Sen. Harley M. Kilgore (D-W. Va.), who became chairman of the Senate Judiciary Committee and its Anti-monopoly Subcommittee at the beginning of the 84th Congress.

Early in 1954, Sen. Kilgore had publicly criticized what he said were monopoly trends in common ownership of more than one medium of communication (newspapers, radio, tv) in the same community. In December 1954 and January 1955 he made statements that he intended to investigate "monopolistic trends" in multiple ownership of stations, network affiliations and other practices.

But Sen. Magnuson was quick to assert the Commerce Committee's jurisdiction in the broadcast field and the two chairmen agreed, they said, that Sen. Magnuson would refer any monopoly cases to Sen. Kilgore's group. Broadcaster Howard Chernoff, acting as a consultant

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Station	Quarter-Hour Firsts
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Station B	68
Station C	27
Station D	2
Station E	0
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Afternoon	36.6
Evening	40.0

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for Sen. Kilgore, had said that if he took any active part in the proposed Kilgore probe he would "use a rifle, not a shotgun."

The first session of the 84th Congress also saw some other significant events. President Eisenhower addressed U. S. broadcasters at the 33rd annual NARTB convention, held last May in Washington. The Chief Executive told them they had a "tremendous responsibility"—"in some ways, I think transcending that that is placed before the publisher" [B•T, May 30].

Earlier, the President had received a plan from RCA-NBC Board Chairman David Sarnoff for mass scale use of radio and tv to win the "Cold War" [B•T, May 16]. Gen. Sarnoff received praise from several congressmen for his blueprint.

Another noteworthy event of the first session of the 84th Congress included a report to the House Commerce Committee by the NARTB on the amount of beer and wine advertising done on radio and television, an accomplishment which is bound to serve as ammunition in their coming fight next year against the perennial bills in the House and Senate to prohibit liquor advertising on radio and tv and in other media. The NARTB report [B•T, Jan. 3] showed a small percentage of liquor advertising compared to total radio-tv revenues.

The Senate Juvenile Delinquency wound up a series of hearings on television programs as a possible factor in juvenile delinquency and is expected to issue a special report on television as Congress edges toward recess.

The House, back under Democratic control, refused to overrule Speaker Sam Rayburn's interpretation that radio and tv should not be allowed to cover committee proceedings. Republican Speaker Joe Martin, in the 83d Congress, had let committees decide for themselves on radio-tv coverage.

The significance of radio and tv in elections was accented in hearings by the Senate Elections Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.) on raising the legal ceiling for campaign expenditures. During these hearings and at other times, several proposals were made that broadcasters furnish free time to political candidates, with broadcasters opposing this idea and offering counter-proposals.

Hearings were held by the Senate and House Commerce Committees on a proposed amendment of Sec. 309(c) "economic protest" provisions of the Communications Act (see story page 78).

FCC GETS NETWORK PROBE INTO GEAR WITH STUDY OF JONES, PLOTKIN REPORTS

Available staff members assigned to cull two Senate committee documents, draft bill of particulars for Commission consideration. Work is hampered by limited funds. Meanwhile, the FCC committee of four members is looking for a chief of staff.

THE FCC's four-man panel of commissioners got its network-tv investigation off the ground last week to the extent of assigning foot-loose staff members to a preliminary study of available data, and simultaneously took steps to recruit an "outside staff" to handle this Congress-mandated project.

With only $80,000 appropriated by Congress for the study, primarily geared toward engendering greater competition, the committee's first move was to instruct available staff members to analyze the so-called Plotkin and Jones reports, prepared for the Senate Interstate & Foreign Commerce Committee earlier this year [B•T, Feb. 7 and Feb. 21, respectively].

Since each of the reports contained recommendations that the FCC exercise a greater degree of control over trends toward purported monopoly, the FCC staff presumably will suggest what aspects should be covered in a bill of particulars to be presented to the FCC for action. The FCC on July 22 named four of its members—Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer—to constitute the panel to direct the network study. Mr. McConnaughey, who embarked for Europe the same day, left instructions to get as much preliminary work done as possible during his month's quasi-official tour.

Precisely how the FCC committee will proceed has not yet been determined. It was thought likely, however, that after culling the Plotkin and Jones reports, it would draft proposed questionnaires for the networks and other segments of television which might be drawn in. The point then would be reached as to whether the FCC should institute rule-making proceedings looking toward amendment of the so-called chain-monopoly regulations which became effective in 1944, or whether it should conduct a fact-finding inquiry. If the rule-making procedure is decided upon, it would mean that most of the paper work would be handled by the respondents (i.e., networks, stations, film syndicates, advertising agencies, etc.). Later there would be formal hearings or oral arguments. With its limited funds, it is believed likely this rule-making procedure will be pursued rather than a full-dress investigation.

It is understood the committee already has discussed informally the selection of a chief of staff but arrived at no conclusions. A number of highly placed former network executives, who also are attorneys, were discussed for this position. Because of the small appropriation and the short tenure of office, the committee appreciates the difficulties it might encounter in persuading an attorney with an established practice to undertake the assignment. Hence it is understood thought also is being given to the selection of a law school dean who might be able to take leave of absence for this assignment.

All told, it is expected that the FCC hardly will be able to recruit a staff of more than six to handle the assignment. Even a staff of that size would consume its special appropriation at the rate of about $10,000 per month, it was estimated.

It is presumed that the committee will seek to complete as much paper work as possible during the balance of this year, in the hope of going before the Senate Commerce Committee at the new session in January with a specific project outline and a request for a special budget adequate to handle this assignment.

The FCC's study was authorized with the understanding that it would not duplicate the work contemplated by the Senate Committee's overall inquiry into tv. That project, however, has bogged down to some extent with the resignation last week of Sidney Davis as chief counsel after a tenure of only four months. In

addition to ill health, it is known that Mr. Davis deemed it advisable to relinquish this assignment because of roadblocks thrown at his efforts largely by the Republican membership.

Chairman Warren G. Magnuson (D-Wash.) of the Commerce Committee said Mr. Davis had laid a good foundation for the committee's work, however, and that it was his intention to get hearings underway before the committee by next January, presumably under the active chairmanship of Sen. John O. Pastore (D-R.I.), who also is chairman of the Communications Subcommittee.

The FCC committee will find plenty of grist for its inquiry into the Plotkin and Jones reports. Harry M. Plotkin, former FCC assistant general counsel and now a practicing Washington attorney, was retained as counsel for the then Democratic minority of the committee last year. Robert F. Jones, former Ohio congressman and a former Republican member of the FCC, now also in Washington administrative practice, had been retained as the then majority counsel. In the interim, control of Congress shifted to the Democrats as a result of the November 1954 elections so that the provocative "Plotkin Memorandum" became the majority document and that of Mr. Jones the minority report.

The Plotkin memorandum went deeply into business practices of networks and syndicates. It indicted the leading networks as "quasi-monopolistic" or worse and invited the Dept. of Justice to take a look at them from the anti-trust standpoint. It rebuked the FCC for purported failure to exercise control over networks. It stressed such matters as network contracts, option time clearances, territorial exclusivity (since modified by the FCC under rule-making procedure), station representation and multiple ownership.

The Jones document, released last February, labeled a progress report, was milder than its advance billing but nevertheless posed the question whether networks should not be made common carriers subject to rate regulation. The Jones report delved deeply into the economics of television and how the advertising dollar is split to the detriment of smaller markets. Threaded throughout the Jones document was the notion that there should be uniform accounting procedure imposed upon the networks, the usual prelude to rate regulation.

Chairman McConnaughey, in testimony before Congressional appropriation committees, originally sought $100,000 for the initial FCC inquiry. This was cut to $80,000 and limited to the network study *per se*. He explained then that the staff would have to be chosen from outside the FCC and data collected largely from the files of the networks, stations and others identified with the business of tv. He emphasized that analysis of this data and holding of hearings would entail additional funds.

FCC SALARY BOOST PROPOSED ON HILL

A FLURRY of legislation was introduced last week calling for boosts in the salaries of members of the FCC and other independent agencies, and for heads of executive departments. Some of the bills followed recent White House recommendations for the pay boosts. Others did not.

Farthest along was a bill (HR 7619) reported favorably by the House Post Office & Civil Service Committee the day after it was introduced. Introduced by Rep. Tom Murray (D-Tenn.), chairman of the committee, it

Advertisement

From where I sit
by Joe Marsh

Modern Science Finally Catches Up With Grandpa

I got put in my place the other night. Deserved it, too. My father-in-law said we were due for bad weather. "Birds are flying low," he reported. "That means a storm."

I started to josh with the old gentleman about being superstitious. Then my nephew Jim, on vacation from college, pipes up. "Grandad's right," he says.

"At least, that's what they say at school," Jim goes on. "The heavy air you get before a storm forces insects down low—so high-flying birds have to swoop along the ground if they want to eat."

From where I sit, there's probably sound reasoning back of most old sayings . . . back of anything *people have learned to believe in. Take the idea of a stitch in time saving nine—sparing rods and spoiling children—of drinking hot milk, or a refreshing glass of beer, at bedtime. You may not hold with any of these beliefs* yourself . . . *but it's not smart to give them the "bird."*

Joe Marsh

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would raise FCC salaries from $15,000 to $19,000, compared to White House recommendations of $20,000. An identical bill (HR 7620) was introduced by Rep. Edward H. Rees (R-Kan.), ranking committee minority member.

In line with the President's recommendations was a bill (S 2628) introduced by Sen. Olin D. Johnston (D-S.C.), chairman of the Senate Post Office & Civil Service Committee, and Sen. Frank Carlson (R-Kan.), ranking minority member of the committee. It provides the White House figure of $20,000 for FCC members. A committee staff member said he thought the bill would be enacted during this session of the 84th Congress.

In another Senate bill (S 2639), Sen. Warren G. Magnuson asked for salaries of $21,500 for members of the FCC and other agencies under jurisdiction of the Senate Interstate & Foreign Commerce Committee, of which he is chairman. This bill, covering 36 persons, was referred to Sen. Magnuson's committee. Sen. Magnuson expressed hope it could be enacted before adjournment, but the committee took no action on the measure at its last meeting Wednesday.

Rep. Sid Simpson (R-Ill.) is author of a bill introduced in the House to raise the pay of FCC members to $22,500 [AT DEADLINE, July 18].

FCC Hearing Called On WLBR-TV Transfer

QUESTIONS of concentration, overlap and economic injury to other uhf stations in the area have given the FCC pause regarding the acquisition of now-dark WLBR-TV Lebanon, Pa. (ch. 15), by Triangle Publications *(Philadelphia Inquirer*—WFIL-AM-FM-TV).

In a McFarland letter to WLBR-TV last week, the Commission said it could not grant the transfer without a hearing. It mentioned the questions which had been raised by objecting WHP-TV and WCMB-TV Harrisburg, Pa. Both are uhf stations.

The Philadelphia company is paying $115,000 plus the assumption of obligations totaling $125,000 for the Lebanon station. Earlier this year it bought WNBF-AM-TV Binghamton, N. Y., for $3 million.

WHP, asking that the Lebanon purchase be set for hearing, claimed that Lebanon is only 70 miles from Philadelphia and that there is overlap between WFIL-TV and WLBR-TV. If both are owned by the same company, this overlap violates the FCC's duopoly rule, it said.

The Harrisburg station also claimed that Triangle planned to operate the Lebanon station essentially as a satellite of WFIL-TV. This would forestall the establishment of a local Lebanon station, it claimed, and also would jeopardize economic health of the uhf stations operating in the area.

WHP listed the network affiliations of all stations between 20 and 30 miles from Lebanon to show that there is a "plethora" of network service for that community. If WLBR-TV is operated as a satellite of WFIL-TV, which is affiliated with ABC and DuMont, there would be duplication of both ABC and DuMont programs, it said.

WCMB-TV, in a letter to the Commission objecting to the grant, made much the same allegations.

It is believed that if the Commission sets the WLBR-TV transaction for a hearing, other stations in the Harrisburg, York, Reading and Lancaster area will enter objections to FCC approval [CLOSED CIRCUIT, July 25].

BOOSTERS OF SEC. 309 (c) AMENDMENT SEEK ACTION BEFORE SENATE GOES HOME

At press time Friday, House-approved bill to give FCC freer rein in handling protests to grants made without hearing hadn't gotten consideration in crush of last-minute business. It had been given priority label by Majority Leader Clements.

THE SENATE at press time late Friday had failed to act on a House-approved bill (HR 5614) to amend Sec. 309 (c) "economic protest" provisions of the Communications Act to give the FCC more leeway in handling protests of FCC grants made without hearing.

Action on the measure had been expected Friday or Saturday as the Senate plowed through priority legislation in an effort to recess for the first session of the 84th Congress by Saturday night. HR 5614 had been marked on the priority list by acting Senate Majority Leader Earle Clements (D-Ky.).

The bill had been placed on the Senate calendar through determined and hurried Capitol Hill button-holing by its proponents after a Senate committee had failed to report out the measure in a Wednesday morning executive session. This activity was spurred on by news that the U. S. Appeals Court for D. C. had upheld WSAY Rochester in its protest against the FCC's 1952 grant of ch. 10 there to WVET-TV and WHEC-TV there after a share-time agreement (see story, page 79). FCC had dismissed the protest, but WSAY appealed.

The House-passed measure was reported to the Senate floor late Thursday by Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, after members of the parent Senate Interstate & Foreign Commerce Committee approved it in an individual poll of members by a staff member earlier in the afternoon.

The bill had been expected to come up for consideration at a closed meeting of the full Commerce Committee Wednesday morning. Sen. Pastore, it was said, had intended to bring up the bill for committee consideration but was called away from the meeting by other business and left no instructions for disposition of the measure.

Sen. Pastore's subcommittee had reported favorably on the identical Senate version (S 1648) the week before [B•T, July 25] after a one-day hearing early last month [B•T, July 11]. Both the House and Senate bills carried identical minor amendments, suggested in testimony by the Federal Communications Bar Assn. and agreed to by the FCC, sponsor of the legislation.

What It Would Do

The bill would (1) allow the FCC to determine if a hearing is merited on a protest of a grant made without a hearing; (2) give the Commission greater freedom in modifying or adding issues for a protest hearing and authority to sustain its demurrer on issues which, even if proved true, would not warrant such a hearing, and (3) allow the FCC to determine at its own discretion, taking into account the question of the public interest, whether a grant should be stayed pending the hearing's conclusion.

The Rochester ch. 10 case had been thoroughly aired at hearings by both Sen. Pastore's subcommittee and the House Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark).

Ervin F. Lyke, president-general manager of WVET-AM-TV Rochester, which shares time with WHEC-TV there on ch. 10, had testified in favor of the measure before both the House and Senate groups, saying that the two share-time stations would have to go off the air if the appeals court upheld the protest against the grant by Gordon Brown's WSAY Rochester [B•T, July 11, June 27].

Mr. Brown had spoken against the proposed Sec. 309 (c) amendment at the Senate hearing [B•T, July 11]. Benedict P. Cottone of the Washington law firm of Cottone & Scheiner, in testifying to both the House and Senate groups against the bill's stay provisions, had related some history of the Rochester ch. 10 case as he remembered it when he was general counsel of the FCC. Mr. Cottone testified on behalf of the Ultra High Frequency Industry Coordinating Committee.

The bill passed the House July 21 by a "division" vote of 77-10 after a one-hour debate. Supporting HR 5614 were Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee, Chairman Oren Harris (D-Ark.) of the Transportation & Communications Committee, which held hearings on it, and others. Leading the opposition were Reps. Cleveland M. Bailey and Harley O. Staggers, both Democrats of West Virginia and both in sympathy with the protestant Clarksburg Publishing Co. in the Clarksburg, W. Va., ch. 12 case.

FCC has clarified itself on the Clarksburg and most other pending cases by saying that the bill, if enacted, will not be invoked to bring reconsideration of cases already designated for hearing or reconsideration of whether a grant under protest should be stayed [B•T, July 11].

KSWS-TV Tall Tower Cleared for Approval

THE WAY was cleared last week for final approval of a 1,610-ft. tower to be built by ch. 8 KSWS-TV Roswell, N. M., when the Air Force and other opposing aeronautical groups told the FCC they would not submit exceptions to the hearing examiner's favorable initial decision [B•T, July 4].

KSWS-TV proposes to move its antenna to the Caprock area of New Mexico, 43 miles from Roswell. It also will boost its power from 115 kw to 160 kw. Its present 790-ft. tower is less than 10 miles from Walker Air Force Base near Roswell.

Although the Air Force informed the FCC that it would interpose no objections to the grant, the Airplane Owners & Pilots Assn. and Air Transport Assn. reiterated their objections to towers more than 1,000 ft. above ground. However, they added, since the Air Force felt it was in the interest of national defense to permit the move, they said they would enter no formal objections.

Although the Air Force led the opposition to the 1,610 ft. tower, the move from KSWS-TV's present site was requested by the commanding general at Walker AFB. The present 790-ft. tower is too close to the base, it is understood, to permit night bombers to undergo night training [CLOSED CIRCUIT, July 18].

The examiner's initial decision, which followed a full-fledged hearing, held that the

proposed KSWS-TV tower was not a "real" hazard to air navigation. The fact that KSWS-TV would serve 98,000 people who now get no tv service also was counted as a point in favor of granting the application, the examiner held.

Meanwhile, hearing on the application of ch. 8 WSLA-TV Selma, Ala., to move its antenna nearer Montgomery, Ala., atop a 1,993-ft. tower was continued for three days last week and then recessed until Sept. 22.

Principal witness was William E. Benns Jr., major owner of WSLA-TV. In addition to the issue of air hazard—which has brought the Air Force, AOPA and ATA into the hearing as protestants — questions regarding finances and city "straddling" are involved.

WSLA-TV's proposed transmitter site is 50 miles from Selma and 23 miles from Montgomery.

The move also is being opposed by WCOV-TV and WSFA-TV, both Montgomery.

Still awaiting initial decision is the request of KGEO-TV Enid, Okla., for a 1,326-ft. tower. This, too, was opposed by aviation interests. Pending is a prospective application for a 2,000-ft. antenna by WHAS-TV Louisville.

Application of KWWL-TV Waterloo, Iowa, for permission to move its transmitter site from the present location less than a mile from Waterloo to a point 15.5 miles from Waterloo in the direction of Cedar Rapids was granted by the FCC last fortnight, along with an increase in visual power from 191 kw to 316 kw and permission to increase antenna height from 550 ft. to 1,040 ft. above average terrain, 1,100 ft. above ground.

The ch. 7 outlet's tower request was approved by the Airspace Panel of the Air Coordinating Committee without opposition [B•T, May 30].

FCC Grants Changes In 12 Radio Facilities

TWELVE changes in existing am facilities were granted by the Commission Thursday.

Stations and facilities changes granted are:

KWFC Hot Springs, Ark., from 1340 kc, 250 w unlimited to 1350 kc, 1 kw day and 500 w night, directional.

WHAB Baxley, Ga., from 1 kw day to 5 kw day on 1260 kc.

WAUG Augusta, Ga., from 250 w day to 1 kw day on 1050 kc.

KGU Honolulu, Hawaii, from 740 kc to 760 kc continuing with 2.5 kw unlimited.

KLIZ Brainerd, Minn., from 1400 kc, 250 w unlimited to 1380 kc with 1 kw day.

KGON Oregon City, Ore., from 1230 kc, 250 w to 1520 kc, 10 kw DA-1 and unlimited.

WTRN Tyrone, Pa., from 1580 kc, 250 w day to 1290 kc, 500 w day.

WINA Charlottesville, Va., from 1450 kc to 1400 kc continuing with 250 w unlimited. Program tests are not to start until WTON Staunton, Va., shifts from 1400 kc to 1240 kc and license is not to be issued until WTON is licensed on 1240 kc.

WEVA Emporia, Va., from 1400 kc, 250 w unlimited to 860 kc, 1 kw daytime.

WBOB Galax, Va., from 1400 kc, 250 w unlimited to 1360 kc, 1 kw day.

WPUV Pulaski, Va., from 1230 kc, 250 w unlimited to 1580 kc, 5 kw day with 500 w during the period 1½ hours after sunrise and 1½ hours before sunset.

KSEM Moses Lake, Wash., from 1450 kc, 250 w unlimited to 1470 kc, 1 kw with directional antenna at night.

COURT UPENDS ROCHESTER CH. 10 GRANT

Appeals court says 1952 protest against grant to WHEC-TV and WVET-TV should have been heard. Case likened to Clarksburg, W. Va., ruling of last June when court decreed protestant of standing and specificity was entitled to full hearing.

PROTEST against the 1952 grant of ch. 10 Rochester, N. Y., to share-time stations WHEC-TV and WVET-TV of that city should have been allowed by the FCC, the U. S. Court of Appeals in Washington ruled last week.

In an opinion written by Circuit Judge George Thomas Washington, the court held that Gordon P. Brown (WSAY Rochester) had detailed his charges with sufficient particularity to warrant the protest being accepted.

The FCC dismissed the WSAY protest three years ago on the ground that it did not specify in sufficient detail the allegations charged.

The Court decision created immediate conjecture whether the FCC is required to postpone the effective date of the ch. 10 grant to the CBS and ABC affiliated, share-time stations—which have been operating since Nov. 1, 1953.

Under the present protest rule, where a protestant is found to have standing and to have specified matters alleged with particularity, the Commission has to postpone the effectiveness of its grant until after a hearing on the charges and a decision is rendered.

This is one of the provisions that the FCC has asked Congress to change. The Commission wants to be permitted to use its discretion on whether a grant made without a hearing should be stayed or not following the filing and acceptance of a protest.

Revisions of the protest rule have been passed by the House of Representatives and have been reported to the Senate by the Senate Commerce Committee (see story opposite page).

The grant to the share-time stations was made March 11, 1953, following an agreement between the then contesting applicants WHEC and WVET. WHEC is owned by the Gannett newspaper interests (*Rochester Times-Union* and *Democrat & Chronicle*). WVET is owned by local businessmen.

Six days after the grant, WSAY filed its application for ch. 10. It also submitted its protest, charging concentration of control of the media of communications and unfair tactics on the part of the Gannett newspapers in allegedly not publicizing WSAY's programs and other activities. It also questioned the financial ability of WVET and predicted that WHEC would buy out WVET.

The protestant also claimed that the Commission's action in making the grant was invalid in that it had changed its procedures in taking up these applicants, as well as 47 others, without written recommendations from the staff.

When the protest was first filed, the Commission accepted it as *bona fide* and suspended the grant. Upon objections by WHEC and WVET,

the FCC reconsidered, dismissed the protest and reinstated the grant.

The court's ruling, which had the concurrence of Circuit Judges E. Barrett Prettyman and Charles Fahy, declared that the protest had raised one issue with sufficient detail to warrant a hearing. That was, the court said, the charge of "threatened monopoly control of mass media of communications in the Rochester area."

"In our view," the court said, ". . . the Commission erred in holding to the contrary."

Once a protestant has met the qualifications of standing and specificity, the court said, the Commission must hold a full hearing. The court referred to last June's Clarksburg decision where it enunciated this principle vigorously [B•T, June 13].

In the Clarksburg case, the *Clarksburg Exponent* and *Telegram* protested against the grant without a hearing of Clarksburg's ch. 12 to WBLK there. The Commission granted an oral argument, but the court emphasized that once a protest was accepted a full hearing was mandatory.

An implied warning that the FCC should carefully consider the charges made by WSAY was contained in the court's decision. The unprecedented admonition was contained in these words:

"In the present case the Commission should not conclude its hearing until it has built up a record sufficient to support its final conclusions. The speed with which it made its grant to the intervenors seems to us to require that it now act with particular care in its re-examination of the matter. That re-examination should include an appraisal of the arrangement for joint operation . . . with reference not only to its effect on programming but also to the circumstances surrounding the amendment of the original applications and the initiation of the joint project."

Majority Vote

In answer to the demand by WSAY that its application should have been given a comparative hearing with the pending application at the time it was filed, the court said that it could find nothing "in law or fact" to indicate that the share-time grant was not made by majority vote of the Commission.

WSAY had argued that because the grant was made on a 3 to 2 vote, with Commissioner Hennock absent (although she had protested against the procedure earlier) the court should hold that it was a tie vote. Thus, it claimed, no grant was made and the WSAY application should have been accepted.

As far as the complaint that the Commission acted outside its normal procedure in making the grant, the court said that the choice of this method involved internal procedural changes which the Commission was empowered to adopt.

But, again, the court admonished the Commission. It said:

"But to recognize the primary role of the Commission in governing its own procedures does not mean that we are oblivious of the dangers of accelerated procedures which might sacrifice the careful performance of the Commission's substantive tasks to mere speed. . . .

"Speed of Commission action may in some cases point to a failure to make those essential findings which the agency must make . . . before it grants a requested license."

The court ordered the case remanded to the Commission with orders to hold further proceedings consistent with its opinion.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

$800,000 IN SALES GET FCC APPROVAL

FOUR TV station sales, involving about $800,000, were approved by the FCC last week. Two of the sales involved combination am-tvs.

The sales include KFEL-TV Denver, WEAT-AM-TV West Palm Beach, WOBS-AM-TV Jacksonville, Fla., and WAGE-TV Marquette, Mich.

Two applications, for sales of KTVH (TV) Hutchinson, Kan., and KHAS-TV Hastings, Neb., totaling more than $1 million, also were filed with the FCC last week.

Biggest sale approval was that of KFEL-TV Denver by veteran broadcaster Eugene P. O'Fallon to J. Elroy McCaw for $400,000 [B•T, July 18]. Mr. McCaw also assumes obligations totaling about $350,000.

A 60-day option to buy 50% interest in KFEL-TV is held by Tele-Trip Inc., New York aviation insurance firm. This calls for Tele-Trip to pay half of the outlay for purchase of the station and to assume 50% of the obligations.

Gotham Broadcasting Co., licensee of WINS New York, is actual purchaser of KFEL-TV. Gotham is 75% owned by Mr. McCaw and 25% by John D. Keating.

Mr. McCaw also owns 100% of ch. 12 KTVW (TV) Seattle-Tacoma, Wash., and KORC Minerals Wells, Tex.; 50% of KELA Centralia and 33⅓% of KYAK Yakima, and KALE-AM-FM Richland, all Wash., and 50% of KYA San Francisco; 25% of ch. 11 KONA (TV) Honolulu, and, through his wife, KAPA Raymond, Wash.

Mr. Keating owns 50% of KYA and 25% of KONA.

KFEL-TV (ch. 2) has been on the air since 1952 and is affiliated with DuMont.

Second largest sale granted was that of WEAT-AM-TV West Palm Beach, Fla., purchased by General Teleradio Inc., for $101,000 plus another $200,000 in additional considerations [B•T, July 4]. The stations are being sold by James R. and June H. Meachem for reasons of insufficient capital and lack of cash assets, as cited in the application for FCC approval.

General Teleradio, with WEAT-AM-TV, owns five tv stations, including WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles and WHBQ-AM-TV Memphis. It also owns KFRC San Francisco and has pending before the FCC sale of its 55% interest in WGTH-AM-TV Hartford, Conn., to CBS [B•T, July 18].

Among the additional considerations involved in the sale is a five-year management contract at $12,000 a year to Mr. Meachem, who, with his wife, owns 169,000 of the 240,000 shares issued and outstanding. General Teleradio also will lend WEAT Inc. $78,000 to redeem the remaining 71,000 shares and $15,000 for outstanding 5% debentures.

General Teleradio is owned 90% by General Tire & Rubber Co., and 10% by R. H. Macy Inc. General Teleradio a fortnight ago purchased RKO Radio Pictures for $25 million [B•T, July 25]. It is majority owner of MBS.

WEAT-TV (ch. 12) began operating in late 1954 and is affiliated with ABC. WEAT (850 kc with 1 kw) was founded in 1948.

Controlling interest in WOBS-AM-TV Jacksonville, Fla., was sold by E. D. Rivers Sr. to Carmen Macri [B•T, July 25]. Mr. Macri, president-general manager and 21% owner of the stations, paid $90,000 for Mr. Rivers' 60% interest.

Payments will be made in 40 quarterly installments of $2,250, plus 6% interest per year on the unpaid balance.

Mr. Macri also is 40% owner of WABR Winter Park, Fla., and 2.5% owner of WMIE Miami. He also is applicant for a new am station at Palatka, Fla.

Mr. Rivers is principal stockholder of Sun Coast Broadcasting Co. (WMIE Miami) and last week was granted purchase of WWPG-AM-FM Palm Beach (story, opposite page).

WOBS-TV (ch. 30) is not yet on the air. WOBS-AM operates on 1360 kc with 1 kw day and showed a profit of $13,727 for the 11 months ending last April 30, the application for FCC approval noted.

WAGE-TV Marquette, Mich., not yet on the air, was sold by Jerome Sill, president and principal stockholder, to Lake Superior Broadcasting Co. (WDMJ Marquette) for $20,000. [B•T, July 25].

Lake Superior Broadcasting is wholly owned by the Mining Journal Co. of which Frank J. Russel Jr. is president and chief owner. Mining Journal also owns WMIQ Iron Mountain, Mich., and a minority interest in WSAU-AM-TV Wausau, Wis., plus newspapers in Marquette, Iron Mounatin and Rhineland, Wis.

WAGE-TV (ch. 6), according to the sale application, plans to pick up CBS programs from WBAY-TV Green Bay, Wis., and will receive 20% of national spot revenue from the latter station.

Hutchinson Filing

Application for FCC approval of the sale of KTVH (TV) Hutchinson, Kan., for $1 million was filed with the Commission last week [B•T, July]. The station changes hands from a group of local business and professional men to a new corporation owned 80% by the Cowles-owned Minneapolis Star & Tribune Co.

Also filed with the Commission last week for its approval was application for the sale of minority interest in KHAS-TV Hastings, Neb., by Seaton Publishing Co. for $131,900.

In acquiring the Hutchinson station, Cowles extends its tv holdings to four stations.

A new corporation, Wichita-Hutchinson Inc., takes over from Hutchinson Television Inc., which was owned by 16 stockholders, the largest owner holding 12% interest.

Among the Hutchinson Tv owners were Sidney F. Harris, vice president; John P. Harris; Bess Wyse Rickard; W. D. P. Carey, president, and Howard O. Peterson, general manager. They will be among the minority stockholders who will own 20% of Wichita-Hutchinson.

The Harrises own KFBI Wichita, KYUL Garden City and KSAL Saline, all Kansas. In addition they publish daily papers in Hutchinson, Garden City, Salina, Burlington (Iowa), Ottawa and Chanute, Kan. Mrs. Rickard owns KWBW Hutchinson.

Of the $1 million purchase price, $180,000 will be paid in cash, the remainder to be paid in four installments at 4% interest per annum, less payment to RCA of unpaid balances amounting to about $160,000.

Joyce A. Swan, vice president and assistant

treasurer of the *Minneapolis Star* and *Tribune*, will be president of KTVH. The Twin Cities publishing company owns 47% of WCCO-AM-TV Minneapolis. Cowles interests also own KRNT-AM-FM-TV Des Moines, WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa. Murphy Broadcasting Co., former owner of KSO-AM-FM Des Moines, holds an option to buy 40% of KRNT-TV.

Cowles also publishes the *Des Moines Register* and *Tribune* and *Look* magazine.

KTVH (ch. 12) has been operating since June 1953 and is affiliated with CBS and DuMont. The present management will be retained including Howard Peterson, general manager, and Ernest Dallier, sales manager, the application notes.

Earned surplus of KTVH through June was $112,351. Its net worth was $125,000 and current liabilities, $249,689. Book value of assets to be transferred is $324,602.

In Hastings, Seaton Publishing Co., sole owner of KHAS-TV, is selling 47.3% of the station to more than 100 local residents. Of the minority stockholders, the largest single owner will hold 3.6%.

Fred A. and Richard Seaton each own 50% of Seaton Publishing. Fred Seaton is administrative assistant to President Eisenhower.

A new corporation, Nebraska Television Corp., is being established. Officers include: Fred Seaton, president; J. M. McDonald, vice president; John Spady, vice president; Lloyd P. Kissinger, secretary, and Fred R. Irons, treasurer. Except for Mr. Seaton, the officers are local businessmen.

A minority share also will be held by Nebraska Broadcasting Co. (KHAS), which is owned by the Seatons plus a group of local residents.

The Seatons also own KGGF Coffeyville, Kan., and KMAN Manhattan, Kan., and publish papers in Hastings; Manhattan, Coffeyville, Winfield, Kan.; Alliance, Neb., Deadwood and Lead, S. D., and Sheridan, Wyo., plus *Western Farm Life* magazine.

The Seaton Publishing Co. listed total assets as of May 31 as $477, 402 and earned surplus as $181,146. Net income after federal taxes for 1953-54 was $85,087.

Nebraska Tv Corp. will pay cash for all the assets of the tv station and will assume 42 notes of about $5,000 each due RCA for tv equipment.

KHAS-TV (ch.5) expects to be on the air in September, affiliated with NBC.

$469,000 WHIM SALE AMONG 10 APPROVED

SALE of WHIM Providence, R. I., for a gross price of $469,000 [B•T, July 4] and permission to rent WRIT (formerly WEMP) Milwaukee, Wis., from Foster & Assoc. for five years at an annual rental of $69,000, were approved by the FCC last Wednesday among 10 am ownership changes which totaled over $1.3 million plus stock.

WHIM, 1 kw day on 1110 kc, was sold to Frank Miller Jr., vice president of Headley-Reed Co., station representatives, vice president of WSAR Fall River, Mass., and a minority stockholder of WKOW-AM-TV Madison, Wis. Mrs. John W. Kluge and her brother, Harris Thompson, 75% owners, and WHIM general manager Robert T. Engles and C. George Taylor, program director, the minority stockholders, were the sellers. Messrs. Taylor and Engles hold options to buy stock in WPRO-TV Providence because of a merger agreement and with associates are buying WTRY Albany, N. Y., for $500,000 [B•T, July 25].

The Kluge group now consists of WILY Pittsburgh; WTRX-AM-FM Bellaire, Ohio; WKDA Nashville, Tenn.; KXLW Clayton, Mo.; WLOF Orlando, Fla., a tv applicant, and WGAY Silver Spring, Md.

Trinity Broadcasting Corp. was granted assignment of license of WRIT for a five-year rental price of $345,000. Trinity principals are B. R. McLendon and Gordon B. McLendon, who hold 16% and 10%, respectively, of WRIT. Trinity is the licensee of KLIF Dallas, Tex., KELP El Paso, Tex., and is permittee of KLIF-TV Dallas.

Palm Beach Transfer

Commission also approved transfer of control of WWPG-AM-FM Palm Beach, Fla., from Palm Beach Broadcasting Corp. to Palm Beach Radio Inc. for $185,000. E. D. Rivers Sr. owns 97% of Palm Beach Radio and is president of the Sun Coast Broadcasting Corp., licensee of WMIE Miami. He was the majority stockholder of WOBS-AM-TV Jacksonville, Fla. (see page 80).

WWKO Ashland, Ky., was purchased by Connie B. Gay for $102,000. Mr. Gay is majority stockholder of WTCS (formerly WVVW) and WJPB (FM) Fairmont, W. Va., and is applying for a new am station at Warrenton, Va.

Assignment of WRRZ Clinton, N. C., to A. G., George T. and J. B. Williams and J. L. Austin for $90,000 was approved by the Commission.

Sale of KWHP Cushing, Okla., to Cimarron Broadcasters Inc. for $65,000 was granted. One-third owner Lou S. Allard and one-third owner Gordon R. Rockett own weekly newspapers in Drumright, Okla.

Consideration of $37,500 was involved in the assignment of license of KRMS Osage Beach, Mo., to Lawrence Broadcasters Inc.

Transfer of control of KMOR Oroville, Calif., for $20,000, to James R. Bird, KMOR general manager, Alan B. Bowles, KMOR employe, and Raymond D. Vargas was granted.

The $18,650 sale of KBMX Coalinga, Calif., to Westside Broadcasting Co. was approved. Principals include Vernon J. Stedry, general manager of KOWB Laramie, Wyo.

In a stock transaction WFKY Frankfort, Ky., was transferred from James F. Cox, Robert B. Hensley and W. E. Kingsley to Kenneth W. Hart, Donald Horton and G. D. Kincaid. Mr. Kincaid is 32.6% owner of WVLK Lexington, Ky., and Mr. Horton is president-8.5% owner of WVLK.

19 Construction Permits Granted Ams by Commission

FCC last Thursday granted construction permits for 19 new standard broadcast stations, of which 17 are daytime only operations. Grants made were:

Holbrook, Ariz., 1270 kc, 1 kw day to Donald E. Jacobs Sr. and Irene Tabor, Northeastern Arizona Broadcasters.

Lewiston, Idaho, 950 kc, 500 w day to Lewis-Clark Broadcasting Co. Principals are Boyde W. Cornelison, Eugene A. Hamblin and John H. Matlock.

Robinson, Ill., 1570 kc, 250 w day to Keith Moyer, 55% owner of WBBA Pittsfield, Ill., and applicant for a new am at Taylorville, Ill.

Elkhart, Ind., 1270 kc, 500 w day directional to Clarence C. Moore.

Kendallville, Ind., 1570 kc, 250 w day directional to Charles R. Palmquist Jr., director of KAIM Honolulu.

Barbourville, Ky., 950 kc, 1 kw day to Dwight L. Brown, president-one-third owner of Brown Radio & Tv Co., community tv system.

Homer, La., 1320 kc, 1 kw day to Claiborne Broadcasting Corp. Principals include William M. Bigley, general manager-12½% owner of KVMA Magnolia, Ark., and one-third owner of KRBB (TV) El Dorado, Ark., not on the air. Claiborne Secretary Dr. Joe F. Rushton owns 30% of KVMA and 33% of KRBB (TV).

Winnfield, La., 1270 kc, 1 kw day to Southern Broadcasting Co. Southern principal James A. West Jr. is one-third owner of KDMS El Dorado, Ark. Mr. West, Delvin R. White and Elgie M. Risinger have equal interest in KHBM Monticello, Ark., KSUL Sulphur, La., and own KWRW Guthrie, Okla.

Skowhegan, Me., 1150 kc, 1 kw day to Pineland Broadcasting Co. President Melvin L. Stone is president-49.8% owner of WRUM Rumford, Me.; Treasurer Edward J. Trembley is WRUM chief engineer.

South Paris, Me., 1450 kc, 250 w unlimited to Oxford Broadcasting Corp. President Gerald T. Higgins is commercial manager-2.5% owner of WLAM Lewiston, Me.; Vice President-Treasurer Elden H. Shute Jr. is president-station manager-2.5% owner of WLAM.

Dexter, Mo., 1590 kc, 1 kw day to Dexter Broadcasting Co. Principals are Jerome B. Zimmer and Lionel D. Speidel.

Kalispell, Mont., 910 kc, 1 kw day to D. Gene Williams and Delbert Bertholf. Mr. Williams owns 51% of KSPO Spokane, Wash., 25% of KUTI Yakima, Wash., and 50% of KOYN Billings, Mont. Mr. Bertholf holds 49% of KSPO, 25% of KUTI and 50% of KOYN.

Kalispell, Mont., 980 kc, 1 kw day to Flathead Valley Broadcasters. Principals are Leslie

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

L. Sterling and William H. Patterson.

Elizabethtown, N. C., 1450 kc, 100 w unlimited to Cape Fear Broadcasting Co. Principals include John G. Dawson, stockholder in WFTC Kinston, N. C., and WLBT Bolling Green, Ky. Victor W. Dawson has interests in WLPM Suffolk, Va., and WFTC.

Fargo, N. D., 900 kc, 1 kw day to Northwestern Schools. Permittee is non-profit organization operating KTIS-AM-FM Minneapolis and KNNS Waterloo, Iowa.

Milton, Pa., 1570 kc, 1 kw day to John S. Booth, one-third owner of WCHA-AM-FM Chambersburg, Pa., and one-third owner of non-operating WTVE (TV) Elmira, N. Y.

Belton, S. C., 1390 kc, 500 kw day to Community Broadcasting Co. Principals are Cleatus O. Brazzell, general manager-stockholder of WELP Easley, S. C., and Henry O. McDonald Jr., chief engineer and part-owner of WELP.

Etowah, Tenn., 1220 kc, 1 kw day to Harry J. Morgan, manager of WGTA Summerville, Ga., and WLFA Lafayette, Ga.

Charlottesville, Va., 1010 kc, 250 w day to Lawrence Lee Kennedy, chief engineer and minority stockholder of WINA Charlottesville. Grant is contingent upon Mr. Kennedy divesting himself of WINA holdings.

5,000 KW GRANTED FOR UHF EXPERIMENT

MOVE to experiment in raising a 1,000 kw uhf transmitter to 5,000 kw was given FCC approval last week.

The Commission granted an experimental permit to ch. 20 WJMR-TV New Orleans to engage in development work with General Electric Co. The station has a special temporary authority to operate at 1,000 kw.

Plans calls for the development of four 30 kw Klystrons to power a giant 5 megawatt transmitter. At present GE uses four 12½ kw Kylstrons to energize 1,000 kw. The antenna gain for the 30 kw tubes would have a gain of 50, it was reported.

The grant permits the New Orleans outlet, owned by George A. Mayoral, to utilize five megawatts under commercial conditions.

The FCC last June proposed that the maximum power for uhf stations be raised to five megawatts. Comments are due Sept. 1. The present maximum power for uhf stations is 1 million watts.

"Pretty soft for me—I listen to Dr. Ross's 'Canine Comments' on KRIZ Phoenix to solve my problems."

U. S., Mexico Still Without Agreement

THE U. S.-Mexican radio treaty talks recessed last Thursday when conferees encountered a last minute obstacle in trying to hammer out an agreement on the use of standard broadcast frequencies by the U. S. and Mexico.

Each delegation will confer with its government, it was ascertained, and the resumption of the meetings will depend on what instructions are given delegation chiefs.

FCC Comr. Rosel H. Hyde is chief of the American delegation, and Carlos Nunes is head of the Mexican delegation.

Exactly what was the hitch which developed to stymie the meetings was not revealed. It was understoood, however that engineering considerations regarding one frequency are at issue.

As of early last week, indications were that an agreement had been reached on basic issues [AT DEADLINE, July 25]. It was no secret that both delegations were at the treaty writing stage.

Unofficial State Department sources had, in fact, announced that an initial-signing ceremony was imminent.

Whether the conference will resume immediately, or weeks or months later, will not be known until this week, it was explained.

Both delegations have come close as possible to the actual acceptance of a treaty, it was said.

The agreement, if accepted by the two governments, will then be submitted to the respective parliaments for ratification. In the U. S., the Senate still has pending the 1951 North American Regional Broadcasting Agreement, to which all but Mexico have assented. The Mexican agreement, if submitted and ratified, will be a bilateral treaty between the two governments.

Talbott Business Ties May Jeopardize His Job

PRESIDENT Eisenhower was debating late last week whether to fire Air Force Secretary Harold E. Talbott after a Senate hearing disclosed business activity by Mr. Talbott on behalf of a private firm, in which he held an interest, while in the GOP Administration post.

At issue was whether Mr. Talbott used his official position to secure contracts for a management engineering firm in which he is a partner, Paul M. Mulligan & Co., New York, with RCA and other firms which hold defense contracts with the government [B•T, July 25].

An RCA attorney said Mr. Talbott had asked why RCA "is so high and mighty" after RCA had questioned the propriety of a contract with the Mulligan firm. The RCA attorney, Samuel E. Ewing, told the Senate Permanent Investigations Subcommittee that RCA had asked for a ruling by the Attorney General on such a contract and that the matter later was dropped.

Mundt Warns Tv Newsmen Against Slanting Coverage

TELEVISION film cameramen covering a Senate committee hearing last week were warned against editing their film in a way that would make news coverage not objective.

Sen. Karl E. Mundt (R-S.D.) brought up the subject Monday during hearings by the Senate Permanent Investigations Subcommittee on the private business activities of Air Force Secretary Harold E. Talbott (see story above).

Sen. Mundt said that "in my first experience in televising hearings, which happened to be the first Congressional hearing wherever televised, it was an unhappy one in the way in which the editing was done before the release was made to the press and the people." He said, "if it develops later that this does not result in objective reporting, I would bring it up at the next meeting."

Radio-Newsreel-Television Working Press Board Chairman Larry Racies telegraphed Sen. Mundt Tuesday that his organization was "shocked" at the Senator's statement and "we resent your implications" and "emphatically deny any suggestion of prejudging or deliberate slanting." He asked that Sen. Mundt "withhold your judgment on the television treatment on a news story until it has been broadcast," adding that an "infinitely more serious 'hazard' is the attempted stifling in advance by Senatorial pressure of the right of impartial reporting."

Sparkman, Lehman Attack Ike For Executive Appointments

DEMOCRATIC Sens. John J. Sparkman (Ala.) and Herbert H. Lehman (N. Y.) last week charged the GOP Administration is "usurping" and "destroying" the quasi-judicial and bipartisan nature of several federal regulatory commissions, among them the FCC.

Their statements on the Senate floor followed similar charges July 23 by Democratic National Chairman Paul M. Butler in a speech at Knoxville, Tenn.

Sen. Sparkman said that in the past 30 months it has almost come to the point that a prospective appointee to one of the agencies—he mentioned the FCC, Federal Trade Commission and Securities & Exchange Commission—"cannot get the appointment unless he is cleared by the big boys of the industry that the agency is supposed to regulate." He said Democratic vacancies are usually filled by "Ike-Democrats."

He termed as a "dangerous development" the "tampering of the executive branch of the government with the regulatory agencies."

Sen. Lehman, in a talk immediately following Sen. Sparkman's, said he felt "unwise and improper" nominations by the President have "subverted" the commissions and agencies. He said men are being appointed to the commissions who represent the industries and enterprises to be regulated and who represent "the viewpoint of the Republican National Committee." He said neither the minority nor the public interest are represented on the commissions.

KDKA-TV Denies It Kept ABC Shows Off WSTV-TV

CHARGE that Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh (ch. 2) prevented WSTV-TV Steubenville (ch. 9) from securing ABC programs by exercising "first call" rights [B•T, July 25] was denied last week.

WBC, in a reply filed with the FCC, said that KDKA-TV has a pre-program relationship with all four tv networks. By this, WBC said, when a network asks KDKA-TV to carry a program, it is considered by the station and accepted or refused depending on the local circumstances. KDKA-TV does not have any first call rights, WBC emphasized.

As to the question of overlap between WBC's KDKA Pittsburgh and NBC's WTAM Cleveland, WBC said that no such overlap exists according to proof of performance measurements. Even if it did, WBC added, it should prove not to be significant enough to cause a problem.

WSTV-TV opposed the FCC granting the pending applications by which NBC and WBC are swapping stations in Philadelphia and Cleveland. By terms of the agreement, NBC

is to get WBC's KYA and WPTZ (TV) in Philadelphia and WBC is to get NBC's WTAM-AM-FM and WNBK (TV) in Cleveland plus $3 million. There have been allegations that WBC was pressured into agreeing to the exchange by the network's threat to withdraw affiliation. The FCC has ordered a staff investigation of these claims [B•T, July 25].

KXLF-TV Butte Tells FCC It Favors Booster Plan

A POST-DEADLINE comment favoring FCC's proposal to authorize uhf booster stations was filed last week by KXLF-TV Butte, Mont. The proposal would permit co-channel boosters (or amplifying transmitters) to fill in the shadow areas in uhf stations coverage. [B•T, July 25].

Most of the replies up to the July 21 deadline advocated adoption of the plan on the grounds it was technically and economically feasible [B•T, July 25].

KXLF-TV supported the plan based on experiments it has been conducting, under FCC approval, in boosting its signal into Anaconda, Mont., surrounded by mountains. The ch. 6 station reported that the experimental booster was successful. It cut down noise and produced a clear picture in the Anaconda community, it said.

The Butte station further pointed out the booster permitted low antenna operation and operation of the receiver on low sensitivity. It also said the booster was initially inexpensive, power consumption was negligible and quality was as high as the parent station.

KXLF-TV also asked that it be permitted to furnish tv service to Anaconda on an interim basis until such time as a direct signal can be made available to the mountain community.

Tax Relief for Uhf Sets Dies in House Committee

THE House Ways & Means Committee last week passed over without any action a bill (HR 4070) to exempt from the 10% federal excise tax television sets which tune in all the uhf channels, thus killing the bill for this year.

The Treasury Dept. had reported unfavorably on the bill, both on grounds that $100 million would be lost yearly in revenue and that enactment of the bill would amount to "differential tax treatment" for a particular industry, which the Treasury Dept. opposes "in principle."

The bill was introduced by Rep. Frank Ikard (D-Tex.) and had been hailed as a partial solution to the lack of uhf set circulation through encouragement of manufacturers to produce all-channel sets.

Vhf Assigned Hayes Center; WTPA (TV) Asks Uhf Shift

ASSIGNMENT of ch. 6 to Hayes Center, Neb., was made by the FCC last week, effective Sept. 1, following a request by KHOL-TV Kearney, Neb., which intends to apply for the channel for use as a satellite.

Meanwhile, an operating uhf station and a community tv antenna association are seeking uhf channel shifts.

WTPA (TV) Harrisburg, Pa. (ch. 71), asked that it be permitted to switch to ch. 21, now assigned to Lancaster, with the Harrisburg upper channel reassigned to Lancaster.

The station said it had an agreement to pay $7,500 to WWLA (TV) Lancaster, permittholder of ch. 21 there, to relinquish the frequency. This is the second time the Harrisburg stations has asked for a move.

Orchards Community Tv Assn., Lewiston, Idaho, asked that chs. 34, 40 and 50 be assigned to Clarkston, Wash., across the river from Lewiston. It said it would then divide itself into three separate corporations to apply for these uhf channels.

A further bid to change channel assignments —this one vhf—was filed with the FCC last week. James M. Monroe and William E. Sullivan, identified only as residents of Santa Barbara, Calif., ask that separation requirements be changed so that ch. 12 can be allocated to that city. The petition stated that ch. 12 has not been assigned to this community because it is less than the required 190 miles from Fresno. Messrs. Monroe and Sullivan claimed that Santa Barbara, on the coast, is isolated from inland Fresno by virtue of the Santa Ynez Mountains.

They also said Santa Cruz Island, in Santa Barbara County, meets separation requirements.

N. Y. Congressman Unleashes Attack on Subscription Tv

SUBSCRIPTION television would "render the television owner blind, and then rent him a seeing-eye dog at so much a program, to partially restore the sight he had previously enjoyed free as a natural right," Rep. Edmund P. Radwan (R-N. Y.) said in a statement entered in the *Congressional Record* last week.

Rep. Radwan said he was "alarmed by a current effort on the part of certain promoters to arrest television's progress at the expense of the viewing public, all to satisfy their own greed and selfishness."

He said television is not suffering from lack of money, but from lack of talent to meet the "tremendous demand for novelty and variety in our tv performances." He said many tv owners bought their sets on the installment plan "with the idea that once paid for they could enjoy free entertainment from then on, except for maintenance and repair."

Delinquency-and-Tv Report Due for Approval This Week

THE Senate Juvenile Delinquency Subcommittee's long-delayed special report on television programs as a possible factor in childhood delinquency was expected to be approved by subcommittee members and submitted this week to the parent Senate Judiciary Committee for approval.

The Judiciary Committee presumably would act on the report before Congress recesses.

The Juvenile Delinquency Subcommittee, which was to expire yesterday (Sunday) under S Res 62 approved March 18 [B•T, March 21], has been extended through next Jan. 31 and voted an increase in funds from $125,000 to $154,000 by S Res 125, approved July 22.

The subcommittee began hearings in the 83d Congress on television programming and its possible connection with juvenile delinquency. Final hearings were held last spring [B•T, April 11].

Gaughan Resigns Senate Post

VINCENT M. GAUGHAN, special counsel to the Senate Subcommittee to Investigate Juvenile Delinquency, has resigned to return to private law practice in Buffalo, Sen. Estes Kefauver (D-Tenn.), chairman of the subcommittee, announced last week.

Mr. Gaughan is a vice president and 15% stockholder of ch. 27 WSTF (TV) Stamford, Conn. The station is not yet on the air.

FCC Sets Up Hearings On Number of Am Cases

FCC Thursday designated two consolidated hearings and held that the applications of WTBF Troy, N. Y., and KLLL Lubbock, Tex., for changes in facilities warranted hearings.

Northern Indiana Broadcasters Inc., applicant for a new am station to operate in South Bend, Ind., on 1240 kc with 250 w unlimited, and the application of WJVA South Bend to change facilities from 1580 kc, 250 w day at South Bend to 1240 kc, 250 w unlimited at Mishawaka, Ind., were set for a consolidated hearing.

A consolidated hearing also was designated for the following applications: Rollins Broadcasting Co. and OK Broadcasting Co. competing in Indianapolis, Ind., for 1590 kc, 5 kw day with directional antenna; Wireless Broadcasters, seeking 1590 kc, 500 w day in Franklin, Ind.; WARU Peru, Ind., to increase power on 1600 kc from 500 w to 1 kw with daytime operation, and WTVB Coldwater, Mich., to change its day and night directional antenna pattern to night only on 1590 kc with 5 kw day and 500 w night. WDOG Marine City, Mich., and WBLY Springfield, Ohio, were made parties to the proceeding. The Commission denied a WARU-WTVB petition for a 20-day extension to file more engineering data.

WTBF Troy applied for a change to 970 kc, 5 kw day, 500 w night with directional. WRMA Montgomery, Ala., was made a party.

KLLL Lubbock had requested a power increase on 1460 kc from 500 w day to 1 kw day. FCC made KSNY Snyder, Tex., a party.

WKY-TV CLEARS WAY FOR TV TRIAL COVERAGE

Oklahoma judges approve after conference in which station newsmen answer possible objections.

WKY-TV Oklahoma City, long active in the effort to remove barriers to tv coverage of court proceedings, plans to cover a number of trials this summer and fall. This coverage will be taken with the approval of Oklahoma judges who took part in a recent discussion with WKY-TV newsmen. Grant Foster, WKY-TV news director, and Charles Bishop, newsman, presented the tv case to a conference of 35 district judges and two Oklahoma Supreme Court justices.

Tv coverage will be demonstrated to the American Bar Assn. convention in Philadelphia next month [B•T, July 25].

As in other areas, the stiffest opposition to tv coverage of trials comes from the bar association rather than the judges. Many of the Oklahoma judges were sympathetic to tv coverage after the subject had been discussed and WKY-TV had explained how tv need not interfere with courtroom decorum.

WKY-TV contended the medium has the right to cover all news at the source with tools of the trade, just as a reporter uses his pencil. The station demonstrated a quiet sound-on-film camera using high speed Eastman and DuPont film with normal room lighting.

Explaining the discussion of the issues, P. A. Sugg, WKY-TV executive vice president and manager, listed questions raised by judges and the answers. He explained that cameramen must dress suitably and operate inconspicuously in the courtroom. He reviewed the question-answer session this way:

Q—If a tv station does not film all of the trial isn't there a possibility of distorted presentation?

A—Neither the spectators nor reporters are required to sit through the entire trial, nor is the newspaper required to print each word of testimony. Tv newsmen are trained and experienced professional men whose background is one of accurately presenting both sides of an issue or story.

Q—One judge stated he was forced to ban a newspaper reporter who consistently wrote biased accounts.

A—Sound-on-film cannot be biased for it accurately reflects what occurred in the courtroom, and film alone eliminates bias, provided, of course, the editing is done by mature and professionally trained people.

Q—Don't newspaper and tv men only want to cover trials of a sensational nature?

A—Each story has a different news value, and the decision on this by necessity must be reserved by the news editor. However, even in trials of a sensational nature, tv news cameras, when allowed in the courtroom, would provide the public a picture of a dignified judge, presiding over an orderly meeting, and not a mob of citizens crying for vengeance as might be portrayed by some Hollywood movies, or even the newspapers.

Q—Would it be desirable for television cameras to cover the trials provided the station agreed to hold all of the film until the trial had been concluded and the jury's verdict returned?

A—Such a rule for television would be eminently unfair in view of the fact a similar rule is not established either for the public or newspapers.

APPOINTMENT of Free & Peters Inc. as exclusive national sales representative for WWJ-AM-TV Detroit, effective Sept. 1, is being announced today by Edwin K. Wheeler, general manager of the stations. Making final arrangements last week (l to r): seated, H. Preston Peters, F&P president; Mr. Wheeler; William W. Bryan, vice president and manager of F&P's Detroit office; standing, Lloyd Griffin, F&P vice president for tv, and Russel Woodward, executive vice president of the station representative firm.

Roger Van Duzer Appointed KTUK (TV) Station Manager

APPOINTMENT of Roger Van Duzer, former director of operations of KBET-TV Sacramento, as station manager of ch. 3 KTVK (TV) Phoenix was announced last week by Leon Nowell, part owner and general manager. The station, which went on the air last February, is ABC affiliated and is principally owned by Arizona's Gov. Ernest W. McFarland.

MR. VAN DUZER

Mr. Van Duzer, prior to his KBET (TV) post, had served as operations manager of Jacksonville Broadcasting Corp., applicant for ch. 12 in Jacksonville (WPDG), which holds a favorable initial decision.

During 1953 and part of 1954, he had been program manager of KNUZ-TV Houston, and from 1951-1953 had been program director of WLTV (TV) (now WLWA [TV]) Atlanta. From 1944 until 1951 he was on the executive staff of WMBR Jacksonville. The preceding two years he served as general manager of WALB Albany, Ga. Mr. Van Duzer began in radio as a performer with then WGBS New York in 1927. He turned to announcing in 1931 and for eight years thereafter was manager-leader (pianist) of his own orchestra in the New York area. He is 43 and is the father of three sons.

STORER EARNINGS EXCEEDING 1954'S

NET EARNINGS of Storer Broadcasting Co. for the second quarter of 1955, which ended June 30, amounted to $1,039,919.02, it was announced last week. For the same period last year, the figure was $814,100.82.

Net earnings for the first six months of 1955 were $1,851,908.46 as compared with $1,617,336.17 for the six months of 1954. For the second quarter of 1955 earnings amounted to 42 cents a share on the combined 1,686,500 shares of Class B common and the 788,250 shares of common stock. Comparable earnings for the first quarter were 32.9 cents per share. After paying the regular 3⅛ cent dividend on Class B common, there remained $1.25 per share of common stock compared to 97 cents for the first quarter or $1.40 per year.

Storer redeemed and cancelled all of its 7% cumulative preferred stock on July 1, at the redemption price of $107 per share at the aggregate price of $1,605,000.

Storer owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-FM-TV Birmingham, Ala., WJW-WXEL (TV) Cleveland, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM-TV Miami, Fla., and KPTV (TV) Portland, Ore.

PULSE Proves
WILK
Wilkes-Barre
Penna.
the front-running radio station reaching more than a Quarter Million radio homes
Call Avery-Knodel, Inc.

RIORDAN APPOINTED WGBS-TV MNG. DIR.

APPOINTMENT of Frank Riordan as managing director of WGBS-TV Miami, Storer Broadcasting outlet there, was announced last week by George B. Storer Jr., vice president of the southern district. Mr. Riordan, whose appointment is effective immediately, succeeds Noran E. (Nick) Kersta, who has resigned.

MR. RIORDAN

Mr. Riordan has been with Storer for 10 years. He joined the organization as sales promotion manager for WGBS Miami. Two years later he transferred to the sales staff as an account executive. In 1951 he was named sales manager of WGBS and in January of this year he moved to WGBS-TV in a similar capacity.

Mr. Riordan has been active in the industry for 18 years. He entered radio as an NBC mail boy and page in Chicago. He also served on the sales promotion staff for NBC's Central Div. Mr. Riordan spent four years in the U. S. Army and joined Storer on return to civilian life.

Kingsbury's Duties Expanded In Crosley Broadcasting Div.

GILBERT W. KINGSBURY, vice president in charge of public relations of Crosley Broadcasting Div. of Avco, last Friday was given enlarged duties as vice president in charge of public relations, news and special broadcast services of Crosley's radio and television properties. Announcement of the appointment was made by James D. Shouse, chairman of the board of Crosley and vice president and executive committee member of Avco.

MR. KINGSBURY

Mr. Shouse said that Mr. Kingsbury's new assignment is in line with plans to expand the news and special broadcast services of the Crosley station operations. He will direct the activities of the news, special broadcasts and public relations personnel at the individual properties (WLW and WLWT [TV] Cincinnati; WLWD [TV] Dayton; WLWC [TV] Columbus; WLWA [TV] Atlanta), as well as the headquarters' operations in these fields.

KONO, Boy Scouts Conduct San Antonio Car Radio Poll

INEXPENSIVE survey of automobile listening in the San Antonio, Tex., area has been completed by KONO there. On a budget of $1,500 the station employed 11 Boy Scout troops to conduct interviews with motorists in two hour segments between 5 a.m. and 7 p.m. over a seven-day period.

Results of the survey were tabulated by the auditing firm of Ernst & Ernst. KONO's identity as sponsor of the poll remained secret throughout.

Questioning a total of 33,736 motorists, the survey found an average of 25.42% sets were in use for the week. Peak listening time was found to be the 7-9 a.m. period with 29.54% of car radios on. The low period was immediately following, 9-11 a.m., with a 20.20% rating. KONO fared well in the secret survey, notching 31.13% listenership of the sets in use. Station B averaged 19.82%.

A major portion of the budget went to Boy Scout troop funds and individual scouts who conducted the interviewing at traffic centers selected by the San Antonio Police Dept. Questions asked were "Is your radio turned on?" and "To what station are you listening?" Number of passengers and total autos also were recorded. Two San Antonio Boy Scout personnel were the only individuals who knew the survey's sponsor.

The KONO survey drew praise from another San Antonio independent, KITE, which cited the findings in its newsletter as extra proof of radio's audience.

RADIO SALES SALARIES AVERAGED IN USC STUDY

Survey indicates increase since 1950; cites increasing field of opportunity in radio sales end of broadcasting.

RADIO sales personnel, with an average salary and drawing account of $400 monthly (plus commission in most cases), are the highest paid personnel in the radio field.

This was revealed in a survey released last month by Charles E. Buzzard, graduate student at the U. of Southern California department of telecommunications.

Entitled "An Analysis of Help Wanted Advertising in *Broadcasting-Telecasting* Magazine during 1950, 1952 and 1954," weekly issues of B•T for these years were studied by Mr. Buzzard to determine whether any seasonal trend in employment exists within the industry. He measured inches devoted to various types of employment and salaries offered in B•T ads during the three-year test period.

Generally, Mr. Buzzard noted no definite seasonal trend in radio employment, although he found a slight trend toward heavier tv employment in the late fall and winter months.

The salary study, a sideline of the major seasonal employment survey, indicated that excluding sales personnel, other radio salaries steadily rose to an average $322 monthly last year, from $225 in 1950.

On the other hand, the $400 monthly offered in radio sales is approximately the same offered in 1950, although there was a marked drop in salaries offered in 1952.

Not enough tv salaries were indicated in the B•T help wanted advertisements to reach a definite conclusion in this area, the U.S.C. survey found.

With the addition of 450 new radio stations since 1950, the rapid growth of tv hasn't had too much effect on radio employment, Mr. Buzzard observed. "Radio has created the largest field of opportunity for a person entering broadcasting, because more jobs are available in radio than in tv during the past five years," he concluded.

The U.S.C. research project completed by Mr. Buzzard is only the first on broadcast employment trends, and will serve as a base for future studies in the same field, also using B•T as the primary source of information, U.S.C. telecommunications department authorities indicated.

Lester Gould Sells WJNC To Mendelson for $95,000

WJNC Jacksonville, N. C., has been sold by Lester M. Gould, principal owner, to Robert P. Mendelson of Larchmont, N. Y., for $95,000. The sale was negotiated by J. T. Snowden Jr., southern representative for the Jack L. Stoll & Assoc. station brokerage firm.

Mr. Gould retains his interest in WLSE Wallace, N. C. He is a member of the NARTB board representing small stations. Mr. Mendelson has been in the agency and magazine business and later was vice president of Richard H. Ullman Co., Buffalo radio-tv program syndicators. He will move his family to Jacksonville, assuming active management of the station. WJNC was started in 1945. The market includes the Camp Lejeune Marine base.

Fisher, Speidel Buy WOIC From Michalak for $100,000

WOIC Columbia, S. C., has been sold to Albert H. Fisher Jr. and Joseph Speidel III by the Michalak Broadcasting Co. (Frank Michalak, owner) for $100,000 subject to FCC approval. WOIC is a 1 kw daytimer on 1470 kc.

Messrs. Fisher and Speidel are presently Wheeling, W. Va., residents. Mr. Fisher had been commercial manager of WTRF (now WTRX) Bellaire, Ohio, and prior to that had been with WSTV Steubenville, Ohio, and *Time* and *Life* magazines. Mr. Speidel is a sportsman and amateur flier.

The transaction was handled by Blackburn-Hamilton Co., brokerage firm.

As the Iowa-touring Russian said when he noticed so many radios tuned to 600:

"Just like by home—all sets tuned one station. Only home we got it only one station."

WMT • 600 KC • CBS

Court Schedules Meeting Of KEDD (TV) Creditors

THE U. S. District Court of Kansas has set Aug. 10 for the meeting of creditors of KEDD (TV) Wichita, Kan. Stanley H. Durward Jr., president of the ch. 16 station, filed for bankruptcy July 20 [B•T, July 25]. The creditors meeting will take place in the Federal Bldg., Topeka, at 10 a.m.

KEDD proposes to pay 10 cents on the dollar and to negotiate for deferment of past due installment payments and reduction of payments on unpaid balances.

The Wichita station traced its insolvent position to the "prejudice" of national advertisers against uhf.

A net loss of $101,069 as of June 30 was reported by KEDD, which has been in operation since August 1953. Loss for the month of June amounted to $15,709. Total assets as of June 30 were reported as $551,847.

High on the station's liabilities are $191,224 in accounts owed plus the following notes payable: Durwood Theatres Inc., $270,573; RCA, $101,018; Stanley H. Durwood, $67,860, and General Electric, $61,700.

In the past three weeks four suits have been brought against KEDD: Ziv Television Programs Inc. for $20,000; Standard Rate & Data Service, $1,200; MCA-TV Ltd., $5,200, and Atlanta Tv Co., $1,400.

Pfanstiehl Leaves WTOP For Community Chest Post

CODY PFANSTIEHL, publicity-promotion director of WTOP-AM-TV Washington since 1947, has resigned to join Community Chest Federation, National Capital Area. He will direct the work of six chests and 110 participating agencies. He has been active in chest campaigns as a volunteer. John S. Hayes, president of WTOP Inc., is president of the federation. Mr. Pfanstiehl, 38, is a member of the Washington Ad Club board and chairman of its public relations committee. During World War II he was an intelligence training instructor in the Air Force.

MR. PFANSTIEHL

THIS SKETCH shows what will be the new $140,000 home of WITN (TV) Washington, N. C. The NBC-affiliated ch. 7 station will put $115,000 into the air-conditioned studio building alone. Its target date is set for Sept. 15.

Blair Opens in Atlanta, Appoints Two in Chicago

ANNOUNCEMENT of the opening of the 10th regional office and of new personnel appointments in the Chicago office of John Blair & Co. was made last week by John Blair, president of the radio station representation firm.

The new branch, located in Atlanta, will be opened officially Aug. 22, Mr. Blair said. Headquarters will be at 101 Mariette St.

MR. DILCHER

The office will be under the direction of Charles F. Dilcher. He has been with the firm for 18 years, most recently as vice president and manager of the Chicago office.

Mr. Dilcher will be replaced as Chicago manager by Paul Ray, who has been with Blair since 1939. He formerly was with the Katz Agency, Chicago.

Other changes in Chicago involve Clifford J. Barborka, now Chicago sales manager, and James D. Bowden, who joins the firm as an account executive. Mr. Barborka has been with Blair since 1952. He formerly was with NBC Spot Sales, Chicago.

For the past four years, Mr. Bowden has been a vice president and manager of the Minneapolis office of John E. Pearson Co. He formerly was with the media department of BBDO Chicago.

MR. RAY

MR. BARBORKA

Peoples Bcstg. Sends Three On Foreign Farm Assignment

EMBARKING on a new policy of coverage of farm cooperatives in foreign areas, Peoples Broadcasting Corp. (WGAR-AM-FM Cleveland; WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.) has dispatched three accredited correspondents abroad for the month of August.

They are Herbert E. Evans, vice president and general manager of Peoples, who has gone to Geneva for the atomic energy sessions and will cover the immediate European countries; Dr. Maurice Weiting, vice president of the Ohio Farm Bureau Federation, who will cover Korea, Japan and India, and Dr. Mervin Smith, professor of rural economics at Ohio State U., who will cover Scandinavian countries.

Mr. Evans, who also is president of the Ohio Assn. of Broadcasters, said the project is part of Peoples' effort to discover how people solve their problems through voluntary cooperative efforts rather than through government aid. Tape recordings will be made for broadcast over Peoples' stations, he said.

WHK's Hunter Dies at 55

FUNERAL SERVICES were held last Tuesday in Wilmington, Ohio, for C. N. Hunter, 55, public relations director of WHK Cleveland, who died July 23 after a year's illness. Mr. Hunter had been with the station since 1937 when he joined WHK as assistant musical director. He is survived by his wife, Kate, and his mother, Mrs. Aurora Hunter.

Dayton's HIGHEST Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

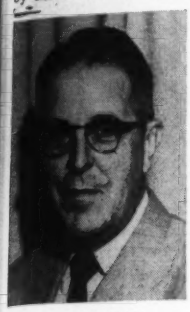
PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

WDBJ-AM-TV Promotes Three To New Executive Positions

THREE top executives of WDBJ-AM-TV Roanoke, Va., have been promoted to new posts by M. W. Armistead III, president of Times-World Corp. WDBJ-TV is scheduled to start operating this fall with a ch. 7 facility. It will be a CBS basic optional affiliate.



MR. JORDAN

Ray P. Jordan, WDBJ manager for 25 years, becomes managing director of broadcast operations for the corporation, in charge of both radio and tv. He has been in Roanoke since 1918 and with WDBJ since 1924.

John Harkrader, commercial manager of WDBJ since 1946, has been promoted to assistant managing director of broadcasting operations and will serve as general commercial manager for both radio and tv. He has been with WDBJ since 1938.

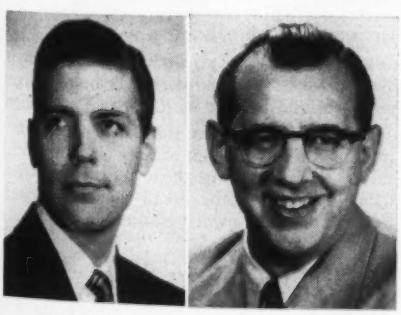
Frank E. Koehler, formerly general manager of WROV Roanoke, has been appointed

MR. HARKRADER MR. KOEHLER

sales manager for WDBJ in charge of both national and local sales. He formerly was with NBC New York, WRNL Richmond and WSLS Roanoke, and has been in Roanoke radio since 1940.

WSAI Names Black as V.P.; Jones Made Program Director

TWO executive appointments were made at WSAI Cincinnati last week: Charles A. Black was named vice president in charge of station



MR. BLACK MR. JONES

operations and Paul Jones was named program director.

The promotions were announced by Sherwood R. Gordon, president and general manager of Gordon Broadcasting Co., which acquired the station two years ago.

Mr. Black, who joined WSAI in 1943, has been station manager since March 1954. He has served as announcer, producer and program director. Mr. Jones has been chief announcer and staff director. He joined the station in 1953.

KENS Splits Radio-Tv Sales; Kearl, Joekel to Head Staffs

SEPARATION of the radio and television sales staffs of KENS-AM-TV San Antonio has been announced by Albert D. Johnson, general manager. Wayne Kearl will be tv commercial manager; Bill Joekel, radio commercial manager.

Mr. Kearl has been general sales manager for the radio and tv operations since the Express Publishing Co. bought the CBS-affiliated stations from Storer Broadcasting Co. last November. Before that he was with KGMB-AM-TV Honolulu, KNXT (TV) Los Angeles and KSL Salt Lake City.

Mr. Joekel has been with KENS for 15 years. He was in charge of local and regional radio sales prior to his new appointment.

H. Barney Higgins will continue as Texas tv sales manager, the stations announced.

KXOK Buys Midtown Site For New St. Louis Studios

KXOK St. Louis has purchased a 2½-acre midtown site for its new "Radio Park." The property includes a two-story office building, two-story residence and one-story caretaker's house.

Complete remodeling of the property is underway now, with completion expected in September. Over 10,000 sq. ft. of floor space will be provided in the new air conditioned quarters. Studios have been designed for hi-fi broadcasting. The largest studio, 22 by 40 ft., will accommodate an audience of 100.

Special feature of Radio Park is a 25 by 35 foot patio furnished for the use of staff members.

KXOK transmitting facilities will remain near Eagle Park, Ill.

James W. Crocker Dies; Was Original Dr. I.Q.

JAMES W. CROCKER, 54, assistant manager of KRLD Dallas, Tex., and the original Dr. I.Q. on the network program of the same name, died last Monday following several months' illness. Mr. Crocker was a veteran of 24 years in the radio field, 17 with KRLD.

A native Texan, Mr. Crocker began his career in the East in 1931. In 1936 he was appointed director of all radio publicity for the Texas Centennial Celebration. He also served as radio director for the Dallas Pan-American Exposition the following year. Mr. Crocker joined KRLD in 1938 as chief announcer and was named assistant manager in 1941.

William T. Meenam

WILLIAM T. MEENAM, 68, retired news manager of WGY Schenectady, died Wednesday in Ellis Hospital, Schenectady, after a brief illness. He had worked at WGY three decades before retiring in 1952. Since that time he has been public information officer of the Schenectady County civil defense unit. Surviving are his wife and a sister, Mrs. Florence Eldridge.

Weaver to Own, Run WHAN

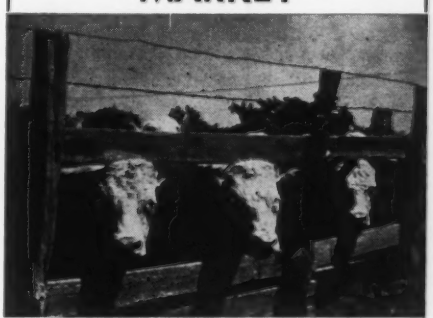
HARRY C. WEAVER, whose purchase of WHAN Charleston, S. C., was approved by the FCC July 20 [B•T, July 25], last week announced that he will take over active management of the station. W. P. Birchfield, who had managed the ABC affiliate under the previous ownership, will continue with the station as commercial manager and chief engineer.

MR. WEAVER

WISN-TV Staff Appointments

WISN-TV Milwaukee has announced a number of staff appointments. Mel Quinn, formerly production director of WBAL-TV Baltimore, has been appointed director of public affairs. Dean McCarthy, former production director of WISN-TV, has been named program manager. Carl H. Bogt, former promotion specialist for McKesson & Robbins Inc., named director of merchandising and marketing. Don Weller, chief engineer of WISN radio, has been given a special assignment in WISN-TV's audio phase. Lionel Wettenberg, formerly studio-remote supervisor for WCCO-TV Minneapolis, appointed chief engineer. Allen Embury, formerly general manager of WMIN St. Paul, Minn., joins the sales staff. George Brenard, former account executive, moves to the WISN-TV sports staff.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

STATIONS

KFVD Changes Call to KPOP

USING extensive promotion including television spots, pioneer Los Angeles station KFVD today (Monday) changes its letters to KPOP to "more aptly carry out our theme of popular entertainment," according to Frank Burke Jr., co-owner and general manager of the station.

The west coast independent has been operating since 1925. Mr. Burke and his father acquired the station in 1936 from E. L. Cord.

REPRESENTATIVE APPOINTMENTS

WKBH-WKBT (TV) La Crosse, Wis., appoint H-R Representatives Inc. and H-R Tv Inc., N. Y., respectively, as national representatives, effective today (Mon.).

WTSP St. Petersburg, Fla., has appointed Forjoe & Co., N. Y., as national representative.

STATION PEOPLE

Allan L. Bonney, formerly sales manager, WPMT (TV) Portland, Me., named sales manager, WMGT (TV) Pittsfield, Mass., succeeding **William P. Geary,** who has been named manager [B•T, June 13].

Tom Myers, production manager, KPTV (TV) Portland, Ore., appointed program manager.

J. Kenneth Brothers, commercial manager, KGMC Englewood, Colo., appointed assistant station manager.

Robert E. Moody, former manager, Norfolk, Va., studios, WRVA Richmond, Va., appointed commercial sales manager, WHAP Hopewell, Va.

Emery (Bud) Chase, assistant station manager, KSON San Diego, Calif., appointed station manager; **Jack Rathbun,** formerly operations director, WEAT-TV West Palm Beach, Fla., to KSON as operations manager, effective Aug. 15.

W. W. Carter Jr., treasurer, director and general manager, WTRY Troy, N. Y., has resigned with future plans unannounced.

Dick Peck, assistant chief engineer, WREX-TV Rockford, Ill., appointed chief engineer.

Donald H. Sylvia, formerly studio operations director, WHIL Medford, Mass., appointed chief engineer, WGUY Bangor, Me.; **Philip Wolley** named WGUY local sales coordinator, succeeding **Nicholas Bell,** who has been named commercial manager; **Kenneth Manley** appointed to newly-created position, night operations manager.

REPRESENTATIVE PEOPLE

Eugene Litt, account executive, Forjoe & Co., N. Y., named account executive, CBS Radio Spot Sales, N. Y.

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

TRADE ASSNS.

Trade Groups Ready Radio-Tv Week Plans

FIVE industry associations will cooperate in supporting National Radio & Television Week, to be observed Sept. 18-24. Plans for the observance were discussed Wednesday by representatives of the participating agencies, meeting in New York.

NARTB will supply a kit of institutional spot announcements for use by all radio and tv stations and networks. A covering letter explaining details will be sent by the association.

Theme of the event will be "National Radio & Television Week—Dedicated to Better Home Entertainment." The public will be reminded of new programs coming up during the fall and winter and urged to receive them on the new 1956 radio-tv receivers.

All radio and tv networks will carry spot announcements during observance of the week and talent will be supplied special material.

Joining in the observance are Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn., Radio Advertising Bureau and Television Bureau of Advertising.

Chairmen have been named in over 50 cities by NARTDA, coordinated by A. W. Bernsohn, managing director. The first group of chairmen covers 33 states, with an additional list to be released soon.

Westinghouse Stations Join Television Bureau of Adv.

MEMBERSHIP of Television Bureau of Advertising was increased from 149 to 153 last Friday when Oliver Treyz, TvB president, and Chris J. Witting, president of Westinghouse Broadcasting Co., jointly announced that WBZ-TV Boston, WPTZ (TV) Philadelphia, KDKA-TV Pittsburgh and KPIX (TV) San Francisco have been signed as member stations. The properties are Westinghouse outlets.

Mr. Witting expressed the belief that TvB is "performing a vital function for the entire industry and we are happy that Westinghouse stations are playing their part in that effort."

Mr. Treyz said the addition of WBC outlets "gives new impetus to our efforts to secure for television a greater share of the advertisers' appropriations."

New York Capitol AWRT Elects Barton President

ELECTION of Jane Barton, program director of New York State Radio-Motion Picture Bureau as the first president of the newly organized Capitol District Chapter, American Women in Radio & Television, covering the Albany-Troy-Schenectady area of upstate New York, was announced last week. Further organizational plans will be set in the fall, when other officers will be elected.

Before joining the New York bureau, Miss Barton had her own public relations business in New York City and specialized in radio accounts. In the past she has served as a director-at-large of AWRT's national organization and chairman of the 1954 New York state convention held last October.

RAB Adds Diehm Stations

SIGNING of the Vic Diehm stations, group of four radio outlets, as members of Radio Advertising Bureau was announced jointly last week by Kevin B. Sweeney, RAB president, and Vic Diehm, president of WVDA Boston, WIDE Biddeford, Me., WAZL Hazleton, Pa., and WHLM Bloomsburg, Pa.

INTERNATIONAL

American Shows Dominate Latest Canada Radio Ratings

AMERICAN network programs led the Canadian national ratings reported for June by Elliott-Haynes Ltd., Toronto. Most popular evening programs were *Our Miss Brooks* 11.2, *Radio Theatre* 9.3 and *Championship Fights* 6.7 Most popular evening recorded programs nationally were *People Are Funny* 13, and *Take a Chance* (Canadian) 8.

Daytime leading network shows were *Ma Perkins* 12.3, *Guiding Light* 11.8, *Pepper Young's Family* 11, *Right to Happiness* 10.7, and *Road of Life* 10.7.

Leading French-language evening network shows were *Un Homme et Son Peche* 26.9, *La Famille Plouffe* 23, *Zezette* 12.3, *Un Docteur de Chez-Nous* 12, and *Rendezvous Avec Colette* 8.9.

Leading French-language daytime programs were *Rue Principale* 24.9, *Vies de Femmes* 21.5, *Francine Louvain* 18.6, *Metropole* 17.2, and *Tante Lucie* 15.9.

* * *

The preference for U. S. shows was reflected in the June national rating report of the Radio Panel of Canada, operated by International Surveys Ltd., Montreal. Evening network programs were led by *CBS News*, which reached 13% of all radio homes, followed by the *Great Gildersleeve* 12, *Radio Theatre* 9, *Our Miss Brooks* 9, and *CBC News Roundup* 6.

Daytime network radio programs were led by *Ma Perkins* 32, *Pepper Young's Family* 30, *Right to Happiness* 29, *Guiding Light* 28, and *Road of Life* 24.

Most popular evening French-language programs were *Un Homme at Son Peche* 55, *La Famille Plouffe* 35, *Nouvelles Chez-Nous* 9, *Colette et Roland* 8, and *Theatre Ford* 4.

German Radio-Tv Financing Draws Publishers' Protest

GERMAN newspaper and magazine publishers' organizations jointly sent a protest letter to the Bonn Government demanding that German radio and tv stations be financed either by set license fees or by commercial broadcasting, but that radio-tv should stop relying on both revenue sources.

Move, which has found wide response in public, was the latest in a series of attempts to alter present German broadcasting scheme. Currently both radio and tv stations are financed by set license fees (about $5.70 for radio and $14.30 for tv annually). But radio has turned to selling spots as an additional source of revenue while tv stations are planning to enter commercial broadcasting soon.

As there are no privately-owned stations in Germany the system often has been charged as illegal and against the German Constitution.

It is felt in Germany that latest development may lead to a legal suit against German official radio systems to force them out of commercial fields and may bring about quicker introduction of privately-owned stations.

CJON-TV Nears Start

CJON-TV St. John's, Nfld., will be the first station on the air in that province about Aug. 15. More than half the population of Canada's 10th province is located within range of the CJON-TV transmitter, and its signal also will reach U. S. bases on the island province.

JOHN T. TAYLOR (r), general manager of 2UW Sydney, signs to become a subscriber of United Press, the first Australian commercial radio outlet to take a direct overseas news service. At signing: Peter B. Gruening (l), UP Australia manager, and Francis Levy, Mr. Taylor's assistant.

10 Imports From U. S. In Canada's Tv Top 15

OF FIFTEEN late afternoon and evening television network shows in the national "Teleratings" report for July by Elliott-Haynes Ltd., Toronto, the leading 10 were imported U. S. shows. The report covers four major Canadian markets, Montreal English-language area, Toronto, Winnipeg and Vancouver.

In the four-city report leading shows were *Toast of the Town* with a rating of 56, *Summer Theatre* 41.5, *America's Greatest Bands* 39.4, *Four Star Playhouse* 38.8, *Tv Theatre* 32.2, *Our Miss Brooks* 28.2, *I Love Lucy* 27.3, *Medic* 26.1, *Disneyland* 24.4 and *Dinah Shore* 23.2.

A comparison of the sets-in-use figures in these major Canadian markets shows a sharp decline during 1955 as compared with the same month in 1954. In February 1954 the sets-in-use figure was 73, and in February 1955 it was 61.2; March 72 (1954) and 61.4 (1955); April 69.5 (1954) and 60.9 (1955); May 63.4 (1954) and 56 (1955); June 62.4 (1954) and 51 (1955); July 56.9 (1954) and 44.5 (1955).

The Elliott-Haynes report points out that this sets-in-use decline may be "due to the fact that with the increasing percentage of tv set ownership, there is a proportionate decline in overall viewing, possibly due to a decline in the curiosity or novelty factor of tv ownership."

CBC Expands in Winnipeg

CANADIAN Broadcasting Corp. has purchased 40,000 square feet of property around the CBC Building at Portage Ave. and Young St., Winnipeg, for $245,000. J. R. Finlay, CBC director for the prairie provinces, announced that the purchase was with an eye to future development of CBC television. The new purchase has several buildings on it housing storerooms and offices used by CBC. The present CBC Building houses CBWT (TV) studios and transmitter, studios of CBW, facilities for CBC network production and offices for the network's prairie regional headquarters.

INTERNATIONAL PEOPLE

Sidney S. Lancaster to CFRN-TV Edmonton, Alta., as program director; **Bruce D. Alloway,** formerly with CKXL, Atla., to CFRN-TV as sales manager.

Laurent Jodoin to radio-tv div., Vickers & Benson Ltd. (adv.), Montreal, as production director.

EDUCATION

GE Executive Backs Tv To Aid Teacher Shortage

EDUCATIONAL TV can be used to help alleviate the teacher shortage by permitting highly qualified teachers to instruct a larger number of students than is now possible, William J. Morlock, general manager of the General Electric Technical Products Dept., advised a Canadian-American workshop for educators in Syracuse, N. Y., last week.

Mr. Morlock cited the results of a study which, he said, indicated that "television instruction is remembered at least as well as regular instruction and in some subjects much better." He added that the study showed that "once the lecture had been prepared by well-qualified educators, a less experienced individual was just as effective in presenting the material as teachers who had had a great deal of experience."

The best teachers, Mr. Morlock suggested, could be used for preparing the programs and other teachers be utilized "in areas where a high skill is not essential."

International Sessions Open On Religious Radio-Television

SESSIONS for the 1955 international religious radio and television workshop got underway last Monday in New York at Union Theological Seminary and will continue through Aug. 5. The workshop, which will draw clergymen representing 15 protestant denominations, is sponsored by the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A., the New York State Council of Churches, the Protestant Council of The City of New York and The World Committee for Christian Broadcasting.

Instructors from the Broadcasting & Film Commission include the Rev. Charles H. Schmitz, director of broadcast training, Wesley B. Goodman, associate executive director, and Frank Nichols, associate director of television. Guest lecturers are Dr. William Millard of McCann-Erickson and Eugene Accas of ABC. Course in program production is being offered by Elizabeth Lee; script writing by Anne F. Griffen, professor of speech, Columbia College, Columbia, S. C.

Chicago Institute Concluded

DISCUSSION of color television and presentation of a scholarship award and certificates highlighted a banquet closing the 14th annual NBC-Northwestern U. Summer Television Institute in Chicago Friday. Talks on color were given by Max Miller and Ed Pierce, NBC New York.

The six-week summer institute opened June 21 and included workshop sessions at NBC and on the Northwestern U. campus. Representatives of network, station, agency and other fields addressed students from 15 states and Hawaii on research, programming and other phases during the institute.

Conn. to Set Up Tv Unit

CONNECTICUT State Board of Education, as a result of an educational tv program carried last semester by WNHC-TV New Haven, has authorized the commissioner of education to appoint a tv policy and program committee for the state, according to the station. WNHC-TV says the board also has approved a request of the New Haven State Teachers College to offer two courses on WNHC-TV this fall.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
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3. Inherent listener loyalty
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Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

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RESULTS?

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HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

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WORLD FAMOUS

S-5

synchronous magnetic film recorder for motion pictures and television

STANCIL-HOFFMAN

721 N. Highland Hollywood 38, Calif.

send for particulars

'MONITOR' PLUS TV SUGGESTED BY NBC

Combination of weekend radio and 'during-the-week' tv described by Robert Sarnoff as effective plan for maximum impressions at low cost.

NEW stress on the use of television and radio as complementary advertising media on a seven-day-a-week basis was announced last week by Robert W. Sarnoff, executive vice president of NBC.

He said the concept enables advertisers to employ the flexibility of NBC's *Today, Home,* and *Tonight* television programs with the cumulative audience potential of the new weekend *Monitor* radio service to obtain commercial impressions at a cost as low as 88 cents per thousand.

No new discounts or package offers are involved in the plan, network spokesmen said. Rather, they explained, the emphasis is on the value of buying time on one or more of the three participating tv programs and also on *Monitor* in combination to exploit as fully as possible the complementary benefits of the aural and visual media. There is no required minimum purchase.

"By intelligent purchases on these pioneer television and radio programs," Mr. Sarnoff said, "the advertiser will be able to utilize the strongest points of each medium, and will take advantage of broader market coverage and greater depth of penetration than was ever before possible.

"The uniting of 'during the week' television and weekend radio will enable advertisers to say on Fridays: 'buy it, you'll need it for the weekend'; on Saturdays and Sundays, 'use it, it's good; and on Mondays, 'used it up or didn't have it? Stock up for next weekend.' Advertisers will thus be able to reach their prospects before they buy and at the points of use."

A "typical schedule," the announcement said, would include 18 commercial messages—14 in *Monitor* and four in a combination of *Today, Home* and *Tonight.* The cost would be $30,853 and the combination would deliver an estimated 29,000,000 commercial impressions for a cost of $1.06 per thousand, the network said. Or on an around-the-week basis 31 messages on *Monitor* and five on the tv programs would deliver approximately 52,000,000 impressions for around $46,000 or 88 cents per thousand.

Fox to NBC-TV Merchandising

APPOINTMENT of Al Fox as merchandising district supervisor for NBC-TV in New York and Philadelphia and adjacent markets was announced last week by Murray Heilweil, merchandising manager of NBC-TV.

MR. FOX

Mr. Fox, who joins NBC-TV from the Pharma Craft Corp., where he served as national sales manager of the Grocery Products Division, has had 18 years experience in the food field. Previously he had been with the California Packing Corp. as retail sales manager in the New York metropolitan area, and with the Heinz Co. as a sales representative.

Stern, Gilles Promoted To New NBC Radio Posts

APPOINTMENTS of Alfred R. Stern to the new post of director of the participating program department of NBC Radio and of Nicholas Gilles as manager of operations for the same department were announced last week by Robert W. Sarnoff, executive vice president of NBC.

Mr. Stern became associated with NBC in January 1952 as project officer for NBC-TV programming, and successively became supervisor of program production personnel, business manager of NBC-TV's technical operations and assistant to Mr. Sarnoff. In the spring of 1955, he was assigned the additional duties of director of operations for *Monitor,* NBC Radio's new weekend service. Previously he had been with Universal Pictures and RKO-Pathe in New York in production and administrative capacities.

Mr. Gilles joined NBC in 1949 as a management trainee and has served in the network's budget and controller's department. He became NBC budget manager in June 1953.

NBC-Owned Stations Show Gains in Local, Spot Sales

LOCAL time sales at NBC-owned radio and television stations during the first six months of 1955 showed a gain of 12% over the same period last year while their national spot sales increased 13%, according to reports submitted last week to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales.

The major gains in television, according to Mr. Denny, were registered by WRCA-TV New York (18%), WNBK (TV) Cleveland and KRCA (TV) Los Angeles (15%). In radio local sales, WTAM Cleveland led with a 45% increase. Other NBC-owned stations covered in the reports to Mr. Denny included WRCA New York, WRC-AM-TV Washington, WMAQ and WNBK (TV) Chicago and KNBC San Francisco.

The largest gains in tv national spot sales were made by WRC-TV (43%) and WNBK (TV) (34%). WRCA was the leader in national spot sales in radio, with a 7% increase.

Football Liaison Post Between NBC, NCAA Goes to Chesley

APPOINTMENT of Castleman De T. Chesley, former assistant director of athletics at the U. of Pennsylvania, as liaison officer between NBC and the National Collegiate Athletic Assn. during the coming football season was announced jointly last week by Thomas S. Gallery, network sports director, and Asa Bushnell, commissioner of the Eastern College Athletic Conference and director of the NCAA tv program.

During the coming season, NBC-TV will telecast eight intercollegiate games on an exclusive national basis in addition to five eastern regional contests.

Mr. Chesley's most recent position was as assistant sports director of ABC.

ABC AFFILIATION with WPTR Albany, N. Y., is signed by Leo Rosen (r), general manager of the 50 kw, 1540 kc station, and Ernest Lee Jahncke, vice president and assistant to the president of the network. The agreement is effective Nov. 15.

CBS Appoints Three To Public Affairs Posts

IN PREPARATION for expanded program activities, Irving Gitlin, director of public affairs for CBS, last week announced the appointments of John P. Jefferson as assistant director of public affairs; Dr. George Crothers as director of educational and religious broadcasts, and Ralph Backlund as executive producer in charge of radio public affairs programs.

In his new post, Mr. Jefferson will assist in the administration and supervision of CBS public affairs programs in radio and television. He served most recently as deputy program director for Radio Free Europe, and previously had been with CBS in various capacities.

Dr. Crothers, who will supervise the planning and production of educational and religious programming on both radio and television, currently has charge of CBS-TV *Lamp Unto My Feet* (Sun., 10-10:30 a.m. EDT) and *Look Up and Live.* He has been with CBS since 1945.

Mr. Backlund will supervise the radio public affairs operation, which according to Mr. Gitlin, will begin a "sharply expanded programming schedule, with emphasis on topical reports-in-depth." He has been a public affairs producer with CBS since 1950.

Buys AB-PT Stock

PURCHASE of 12,500 shares of common stock of American Broadcasting-Paramount Theatres by Robert H. O'Brien, vice president, secretary and a director of the company and former executive vice president of ABC, a division of AB-PT, was reported last week by the New York Stock Exchange. He bought at 16.63 per share under option warrants issued to him and other AB-PT executives in December 1950, authorities said. On the date of the purchase, June 6, AB-PT common opened at 30 and closed at 29⅜. Last Thursday it opened at 31½ and closed at 31. The purchase raised his total common stock holdings to 12,600 shares of about 4,119,500 currently outstanding.

CIVIL LIBERTIES UNION REPORTS ON BURT CHARGE

ACLU concedes Facts Forum's contention on two charges, but denies NBC was pressured to drop planned show. Union also opposes Burt charges on 'Answers for Americans' cancellation on ABC-TV.

SPECIAL report to be released today (Monday) by the American Civil Liberties Union both supports and disagrees with charges made by New York radio-tv producer Hardy Burt that pressure had been applied on stations and networks to drop programs presented under the auspices of Facts Forum.

The Union observed that Mr. Burt, who has produced several radio-tv programs for Facts Forum, asked ACLU last November to investigate his complaint of "pressure-group activity" against the programs. ACLU also noted that Facts Forum is an organization that has been criticized as featuring a "right wing bias" and "being dominated by Texas oil millionaire H. L. Hunt."

ACLU agreed with Mr. Burt's contention that Facts Forum's right of due process had been denied because it was not given an opportunity to answer "derogatory statements" made about it by Rep. Wayne L. Hays (D-Ohio) during last year's special House committee's investigation of tax-exempt organizations. The Civil Liberties group distinguished between the reply to attacks made during a congressional investigation and those made in political speeches on the floor of Congress, at which time "the tension of partisan debate is not always conducive to factual discussion," and added:

"We find derogatory statements were made about Facts Forum during the hearings . . . and despite your (Mr. Burt's) willingness to appear and make your records and files available, you were given no opportunity to do so. This is not in harmony with the stand of due process that should govern the congressional committee hearing room."

'Reporters Roundup' Incident

The Union also found that the National Issues Committee, now disbanded, in 1954 "did pressure the Mutual Broadcasting System to eliminate the Facts Forum-supported *Reporters Roundup* by promising to press for an FCC investigation of MBS' programming policies."

ACLU reported that it did not find support for Mr. Burt's charges that the American Committee for Cultural Freedom had "pressured" NBC to drop a proposed Facts Forum nightly debate between a conservative and liberal commentator. The Union stated there is no evidence that ACCF "did anything more than vigorously present its position or employ means other than speeches in emphasizing its beliefs to NBC," adding that it "did not engage in pressure activity, as defined in our November 1951 statement."

Similarly, ACLU said that a refusal of a spokesman for Americans for Democratic Action to participate in a Facts Forum program, *Answers for Americans*, did not constitute "blacklisting," as claimed by Mr. Burt. ACLU held that "no pressure was exerted on a station or network to drop a program, and the program was heard as scheduled." There is no civil liberty requirement, ACLU continued, that "a person invited to participate in a program should do so under a sponsor he disapproves, as there is none that an organization should sponsor a program which it disapproves."

The Union's report called the cancellation of *Answers for Americans* by ABC-TV "a routine action taken with the advent of the summer season" and said it was not "out of harmony with civil liberties." The Union took cognizance of complaints that Facts Forum's programs are "biased and one-sided presentations of public issues," but said it could not pass judgment on the content of individual programs, as its prime function was to guarantee that all points of views were heard.

The Union recommended that the radio-tv networks finance a study of Facts Forum programs to determine whether they are biased, and also a study of total programming of stations using Facts Forum shows to ascertain if the audience also is being exposed to a diversity of opinions.

VICE PRESIDENT Richard Nixon, who had been interviewed by Mutual sportscaster Harry Wismer (standing) for radio and tv in conjunction with President Eisenhower's "Sports for America" program, looks on as Mutual and the Detroit Lions football club sign for coverage of the pro team's fall grid slate. The signers are M. G. O'Neil (l), for General Tire & Rubber Co., parent company of Mutual, and Nick Kerbawy, general manager of the Lions. Mr. Nixon's interviews were carried on *All Star Sports Time* (radio) and *Bethlehem Sports Time, General Sports Time* and *This Week in Sports* (tv).

WLW TERMINATES MBS AFFILIATION

WLW Cincinnati has terminated its network agreement with MBS effective Sept. 3, President Robert E. Dunville, of the station, announced Wednesday. He explained the action "is in no way a reflection upon the operation or programming of Mutual, but merely that it was predicated upon a basic disagreement on policy matters." WLW continues its NBC affiliation.

At MBS it was stated the two interests could not come to terms. WCPO has been the other MBS outlet in Cincinnati, with advertisers deciding which station they wanted to use. WCPO is expected to become Mutual's exclusive Cincinnati outlet.

WLW was one of the four original MBS stations when the network was formed two decades ago as a major-station hookup serving much of the East and Midwest population centers. MBS presently has nearly 600 outlets.

Dean to Serve CBS Radio

CBS RADIO announced last week that Gordon E. Dean, former chairman of the Atomic Energy Commission, will serve as a consultant for three special documentary reports to be presented on the network Aug. 8-15-22 (10:05-10:30 p.m. EDT) on the past, present and future of the peaceful use of atomic energy.

BMI

MILESTONES

BMI's series of program continuities, entitled "Milestones," focuses the spotlight on important events and problems which have shaped the American scene.

The August release features four complete half-hour shows —ready for immediate use— smooth, well written scripts for a variety of uses.

Milestone's for August

"ALWAYS READY"
165th Anniversary of Your U.S. Coast Guard
(August 4)

"EVERYTHING—INCLUDING THE KITCHEN SINK"
Smithsonian Institution Established
(August 10)

"STEAMBOAT UP THE HUDSON"
Fulton's Folly—"The Clermont
(August 17)

"SPOTLIGHT ON GREAT BOY SCOUT JAMBOREE"
Canada Host to World Youth Parley
(August 18-28)

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

RCA REPORTS ITS BEST FIRST HALF-YEAR

Sales at $488,510,000 exceed first half of 1954 by 10%; $22,061,000 profit is 14% up.

TERMING the first six months of 1955 "the most successful first half-year" in the 36-year history of RCA, Brig. Gen. David Sarnoff, chairman of the board of RCA, last week announced that sales and net profit of the corporation established a new record high for the period.

The volume of sales of products and services of RCA and subsidiaries for the first six months of 1955 were reported at $488,510,000, exceeding by $44,141,000—or 10%—the previous record established in the first half of 1954. Net profit for the half year amounted to $22,061,000, an increase of $2,793,000, or 14%, over the first six months of 1954. After payment of dividends on preferred stock, this represents earnings on the common stock of $1.46 per share, compared with $1.26 per share earned in the first half of 1954.

Sales during the second quarter of 1955 amounted to $232,205,000, compared with $217,760,000 in the second quarter of 1954, an increase of 7%. Common share earnings in the second quarter this year amounted to 62¢, compared with 60¢ last year.

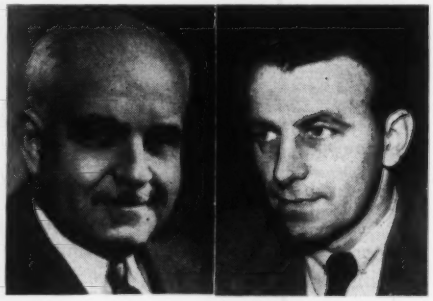
The consolidated statement of income of RCA and subsidiaries for the second quarter and the first half of 1955, with comparative figures for the corresponding periods in 1954, follows:

	1955	1954
For the quarter ended June 30	$	$
Products and services sold	232,205,000	217,760,000
Cost of products and services sold and other operating costs	212,939,000	198,627,000
Profit before federal taxes on income	19,266,000	19,133,000
Federal taxes on income	9,773,000	9,931,000
Net profit for the quarter	9,493,000	9,202,000
Preferred dividend	788,000	788,000
Balance for common stock	8,705,000	8,414,000
Earnings per share on common (14,031,016 shares)	.62	.60
For the six months ended June 30		
Products and services sold	488,510,000	444,369,000
Cost of products and services sold and other operating costs	444,159,000	404,766,000
Profit before federal taxes on income	44,351,000	39,603,000
Federal taxes on income	22,290,000	20,335,000
Net profit for the six months	22,061,000	19,268,000
Preferred dividend	1,576,000	1,576,000
Balance for common stock	20,485,000	17,692,000
Earnings per share on common (14,031,016 shares)	1.46	1.26

NOTE: The above figures are subject to audit and year-end adjustments.

Baxter Appointed to Head RCA Victor Television Div.

CHARLES P. BAXTER, assistant general manager of the RCA Victor Television Div., has been appointed general manager of the division, Robert A. Seidel, executive vice president for consumer products, announced last week. Henry G. Baker, who has been vice president and general manager of the division, will serve



MR. BAKER MR. BAXTER

in a staff advisory capacity on sales and merchandise policies and programs related to consumer products, retaining his vice presidency.

Mr. Baxter joined the former RCA Victor Div. in 1939 as an analyst and consultant on field operations. He has served successively as operations manager of commercial research in Chicago, controller of the home instrument department and finally assistant general manager under Mr. Baker.

Mr. Baker has been with RCA since 1943. He has been active in the radio and television sales field for over 35 years. In his new assignment he will report directly to Mr. Seidel.

RCA Designs New Power Into TT-10AL Transmitter

DESIGN IMPROVEMENTS in the RCA TT-10AL tv transmitter, which are said to increase the power output rating from 10 to 11 kw, were announced last week by A. R. Hopkins, manager of broadcast equipment marketing for RCA's Engineering Products Div. Mr. Hopkins said the increased output will enable low-band color and black-and-white stations to reach the maximum 100 kw power at the lowest cost of any existing vhf equipment combination.

"This new transmitter, when used in combination with an RCA 12-section antenna, will deliver 100,000 watts of effective radiated power for extended coverage," Mr. Hopkins said. The equipment is RCA's standard vhf transmitter with a new modulator specially designed for color. It will be made available free of charge to present owners of RCA TT-10AL 10 kw transmitters.

All new RCA TT-10AL transmitters will be delivered complete with modulator at no change in price for 11 kw operation, Mr. Hopkins said.

HALPIN TAKES POST WITH WESTINGHOUSE

APPOINTMENT of Dan D. Halpin as assistant general manager in charge of marketing and general sales manager of the Westinghouse Corp.'s television-radio division, Metuchen, N. J., was announced last week by Edward J. Kelly, general manager of the division. Mr. Halpin succeeds Richard L. Sandefur, who has resigned.

MR. HALPIN

Mr. Halpin had served most recently as general sales manager of the receiver division of the Allen B. DuMont Labs, with which he had been associated since 1952. Previously, he had been with the RCA Victor Div. since 1939, advancing to the post of manager of television receiver sales. Prior to joining RCA, he was a director, vice president and general sales manager of Dictograph Products Co.

General Electric Tube Dept. Appoints Two to Sales Posts

G. W. DESOUSA, manager of equipment sales for the General Electric Tube Dept., last week announced the appointments of W. Hayes Clarke as national accounts sales manager and F. H. O'Kelley Jr. as eastern regional sales manager. Mr. Clarke has been eastern regional sales manager headquartering in Clifton, N. J. Mr. O'Kelley, who replaces Mr. Clarke, has been tube sales administrator at Schenectady, N. Y.

In his newly-created assignment, Mr. Clarke will have charge of planning sales of electronic tubes to equipment manufacturers on a national level. He will headquarter in Schenectady. He has been with GE for 21 years, serving successively as manager of radio and tube sales for the GE Supply Corp., sales manager for the Musaphonic radio line and in marketing positions in the tube department since its formation.

Mr. O'Kelley joined the GE Tube Dept. as district sales manager in Cincinnati in 1949. He was transferred to Schenectady as product manager for receiving tubes and last year was named manager of tube sales administration.

GATES
HI-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Tv's Healthy Outlook Stressed by Sylvania

THE "air is clearing" on color television and there will be a steady advance "from now on," Arthur L. Chapman, vice president of operations at Sylvania Electric Products Co., asserted in Chicago last week.

Conditioning his predictions on the "amount and quality" of tinted programming and prices, quality and compatibility of color sets, Mr. Chapman held high hopes for color tv progress. Among his predictions: (1) some 250,000-300,000 color receivers in 1956; (2) some 500,000-600,000 color units in 1957; (3) about 30 or 35% of production will be in color by 1960 and about 50-60% by 1965.

Mr. Chapman addressed a Sylvania convention attended by some 700 distributors at Chicago's Conrad Hilton Hotel. He was joined by Don Mitchell, chairman and president of Sylvania, who foresaw a strengthened economy and predicted tv unit sales of 6.5 million to 7.3 million per year for the next 10 years or so. For a change, he observed, "industry has come of age" and is now pretty closely hitched to the national economy. In fact, he said, the nation's economy will direct the tv industry from now on.

Owen, Ex-Webcor President, Takes Zenith Executive Post

ZENITH Radio Corp. has appointed Norman C. Owen, formerly president of Webster-Chicago Corp., as distribution manager in charge of its field organization.

Mr. Owen, whose appointment was announced Monday by Leonard C. Truesdell, Zenith vice president and sales director, and who is expected to be elected shortly to a vice presidency, will supervise the distributor organization effective immediately.

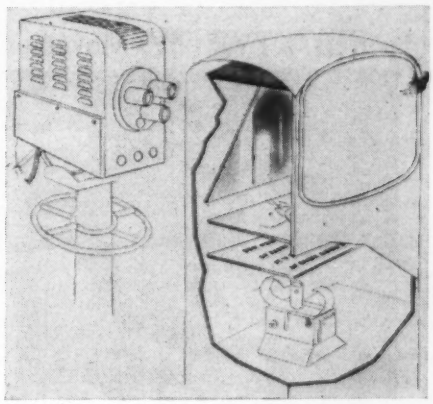
Mr. Owen joined Webcor in 1948 as sales promotion manager and later was general sales manager and vice president in charge of sales before becoming president in April 1954. He resigned only recently from Webcor in an apparent dispute over policy with Titus Haffa, who acquired substantial stock and became president [B•T, July 25, June 27].

Sales Up for Packard Bell

TELEVISION and radio unit sales for the first six months of 1955 were 41% greater than during the same period of 1954, Robert S. Bell, executive vice president of the Packard Bell Co., west coast manufacturer, told the Los Angeles Security Analysts at a luncheon meeting Wednesday. Advanced electronics in the military and civilian fields is playing a larger role in Packard Bell's operations. He said the company's technical products division has been undergoing a major expansion during the last year. This division, four years old, has sold $20 million in products and made a net profit of over $1.2 million, before taxes.

RCA's Transistor Portables

AVAILABILITY in the fall of two new all-transistor portable radios, both priced at $79.95, was announced last week by James M. Toney, general manager of RCA Victor Radio & Victrola Div. of RCA. Both radios feature circuits specially designed for use with transistors. Mr. Toney said tests indicate the units will deliver better all-around performance than any other transistor radio now on the market.



SCRIPTS and reflections in the base of the Reflectone invention are reflected upward and to the speaker, while the camera shoots through the device.

New Tv Prompting Device Developed by L. J. Simijian

AN IMPROVED prompter to allow smoother performances before the cameras has been patented by Luther J. Simijian, president of the Reflectone Corp., Stamford, Conn.

Mr. Simijian told B•T last week that other cue and reading aids, at a different angle than the camera, tend to destroy the intimacy between speaker and audience by causing the eyes of the former to stray from the camera. The new Reflectone invention placed before the camera allows reading on a line directly with the camera. It also provides the speaker with opportunity to check his delivery style by watching his own reflection.

A special arrangement of mirrors and lights is utilized, according to Mr. Simijian, with a transparent mirror to reflect script and image toward the speaker. The camera is aimed through the prompter, but through the reverse side of the mirror, thus not picking up the wordings or reflections.

Collins Adds Four to Board

COLLINS RADIO Co., Cedar Rapids, Iowa, last week announced election of four new members to its board of directors. Elected were: L. E. Bessemer, vice president, manufacturing; R. T. Cox, vice president, engineering; J. G. Flynn Jr., vice president, sales, and M. W. Burrell, formerly a second vice president who has been advanced to a vice presidency. Collins Radio also announced that J. B. Tuthill was named assistant vice president, finance, by the board.

MANUFACTURING PEOPLE

Robert K. Hartman, vice president in charge of industrial and military manufacture, CBS-Columbia, Long Island City, N. Y., named CBS Inc. industrial and defense contracts director.

J. E. Hogg, field sales manager, instrumentation div., Ampex Corp. (magnetic tape recorders), Redwood City, Calif., appointed manager, export marketing dept., Ampex International, newly-formed Ampex div.; **J. L. Porter,** Ampex chief cost accountant, named International administration dept. manager; **Peggy L. McElligott** appointed International economic and organization planning dept. manager; **Harold J. Bresson,** Redwood City plant, transfers to audio staff, N. Y.; **Charles L. Range,** formerly account executive, Cortland D. Ferguson Inc. (adv.), Washington, named audio representative, Washington; **Peter R. Pettler** appointed engineering representative, instrumentation div., Washington.

Col. Grant A. Williams named Florida distributor for mobile communications products, Allen B. DuMont Labs, Clifton, N. J.

T. J. Cowgill appointed Baltimore area sales engineer, Radio Condenser Co., Camden, N. J.

Dr. George A. Morton and **Dr. Ernest G. Linder,** research scientists, David Sarnoff Research Center of RCA, Princeton, N. J., named members of U. S. delegation at International Conference on Peaceful Uses of Atomic Energy, Geneva, Aug. 8-20.

MANUFACTURING SHORTS

Adler Communications Labs, New Rochelle, N. Y., has issued five new equipment bulletins enclosed in file folder. Bulletins describe VS-5 electronic video switcher, VA-18 video distribution amplifier, VA-19 video clamp amplifier and UST-150 uhf and VST-150 vhf tv transmitters, both 150 w.

Narda Corp. (microwave, uhf test equipment), N. Y., has appointed J. Y. Schoonmaker Co., Dallas, as representative in Tex., Okla., Ark. and La.

L. B. Wilson INCORPORATED WCKY CINCINNATI O.

741 For 1

Not audience; not ratings—

But DOLLAR SALES

$$$

$382,000 in new home sales from $516 spent in *Just One Week* on

WCKY

Add to YOUR Sales and Profits with PROFITable Advertising on WCKY

'QUIZ HOUSE'

A FIFTEEN-MINUTE show, *Quiz House*, produced on behalf of *Small Homes Guide* magazine, has been extended to four stations for local sponsorship by lumber companies, hardware outlets and similar firms. The program premiered last year on WAIT Chicago on a test basis and is now heard on WILE Cambridge, Ohio; WCYB Bristol, Va.; WMUS Muskegon, Mich., and KBLA Burbank, Calif. The show answers questions about building and modernizing homes and is sent to stations free.

HERB SHELDON TOYS

POINTING UP the popularity among children of Herb Sheldon, radio-tv personality on WRCA-TV New York, the Kagran Co., NBC merchandising subsidiary, has reported manufacturers of children's toys and games have been licensed to produce six items under the Sheldon name for the fall. Promotion of the item will be handled by Kagran in conjunction with the manufacturers, including Pressman Toy Corp. for a doctor-nurse kit and school bag; Jure Novelty for a Miss Teevee and Egbert doll and hand puppet, and Fountain Hill Underwear Mills, for a pullover sweater and a pajama set. Although Mr. Sheldon is a local personality the items will be marketed nationally.

'770 PLAN'

SALES formula bearing the label "770 Plan" was announced last week by Chuck Bernard, newly-appointed sales manager of WABC New York. The new plan gives local advertisers time in and around the 770 kc station's best programs for $770 a week. The package includes three-minute participations each on programs hosted by Ernie Kovacs and Martin Block plus 10 additional minutes either in participating programs or between ABC Radio network shows, depending on the advertiser's product and the audience to be reached.

AUTRY RETURNS

GENE AUTRY, tv-movie and rodeo star and station owner, will rejoin the "old gang" when the *WLS National Barn Dance* plays the Illinois State Fair in Springfield, Ill., Aug. 13. Entire program will be broadcast from the fair grounds by WLS Chicago. Mr. Autry, who sang on the program in the early '30s, will bring with him Pat Buttram, his movie-tv sidekick and another former alumnus of the *Barn Dance*. The station will originate its *Dinnerbell* program from the grounds each day and maintain a WLS tent as in past years.

CANADIAN IN RUSSIA

JOAN PRITCHARD, women's commentator of CFPL London, Ont., has returned from a tour of Russia with a group from the Canadian Women's Press Club. Miss Pritchard brought back taped interviews of the trip and is using them for a series of 18 ten-minute shows and for her two daily women's programs. She was the only representative of Canada's independent stations on the tour and reports she was free to go where she wanted in the cities visited by the group.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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NEW YORK 22, N. Y.
All Inquiries Confidential

KTVX (TV) Moves on the Land and in the Air

KTVX (TV) Muskogee-Tulsa, Okla., rolled out its fleet of 15 motor vehicles in a police-escorted parade across Tulsa to the city's Municipal Airport, where with the station's two airplanes, this picture was made. With studios in both cities and its transmitter midway between, KTVX keeps the armada on the go serving the eastern Oklahoma and western Arkansas trade area.

The station's "rolling stock" includes an administration car (center foreground), used by Vice President-General Manager L. A. Blust; two news cars equipped with film cameras and police radios; five engineering vehicles; two sales department cars; a promotion station wagon; two property trucks; a fully-equipped remote truck; a jeep-hauled circus-type bandwagon with a calliope, and two Navion planes used in emergency area news coverage and special events.

NEWS CONFERENCE ON THE AIR

WHEN a Huntington, W. Va., news conference with Sen. William Knowland (R.-Calif.) was cut short because newspaper reporters were late and Sen. Knowland was scheduled to appear on a news program on WSAZ-TV there, station News Director Nick Basso invited the pressmen to continue the questioning on the air. Once the cues and the pre-committed commercials were cleared, the news conference of the air continued, with Mr. Basso serving as moderator. Five other newsmen in addition to Lawrence H. (Bud) Rogers, WSAZ Inc. vice president and general manager, participated in the questioning.

SAVE ON WLOW

SAVINGS ACCOUNTS for local agencies have been opened by WLOW Norfolk, Va., to point up the savings of advertising on the station's "sensible rate structure." A letter was sent with the account book to agencies telling ad men they always save money for their clients when they buy WLOW. The letter also says Norfolk advertisers have been using the station for eight years and have been "banking on the profits."

WBBA COVERS FAIR

WBBA Pittsfield, Ill., broadcast from a mobile unit to cover the Western Illinois Fair at Griggsville, Ill. From 1:30 until 5 each afternoon for five days WBBA broadcast from a 46-ft. trailer at the fair. The trailer was equipped with a control board utilizing two mikes and two turntables, a teletype machine and a record library.

WHAT PEOPLE LIKE ABOUT FM

CONTEST to determine what listeners like about fm radio and at what hours they like most is underway at WXYZ-FM Detroit. Prizes will be 40 hi-fi albums and seven fm radios, but the station has announced all listeners who send contest cards to WXYZ-FM will receive a gift of some kind.

RADIO, RADIO, RADIO

CFBC St. John, N. B., has designated July August and September as "Portable Radio Month," "Car Radio Month" and "Clock Radio Month," respectively. The station reminds listeners that during the summer months a portable radio doubles the fun at the beach or camp. As an added inducement CFBC is featuring a "Portable Radio Contest." Listeners are asked to complete the sentence, "I would like a portable radio because . . ." in 25 words or less and the station is presenting new portables for the best three entries.

LISTEN WHILE YOU WATCH

PLAY-BY-PLAY of the National League Philadelphia Phillies' games is being aired from loudspeakers in special sections of Connie Mack Stadium by WIP Philadelphia. The service started July 14 and makes it possible for fans watching the game from behind third base to hear the commentary of announcers Byrum Saam and Gene Kelly.

'LOONEY TUNES'

TO MAKE its *Looney Tunes* cartoon film series more attractive to viewers as well as potential sponsors, Guild Films Co. has prepared detailed format suggestions for station and current advertisers. For example, Guild suggests the m.c. of the show be cast as an artist, a ship captain or a farmer. Guild also recommends local tie-ins be tried, such as interviews with the audience or special Club guests.

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ELECASTING

ANNIVERSARY AT WAVE-TV

FIRST ANNIVERSARY of WAVE-TV Louisville's live amateur boxing program, *Tomorrow's Champions*, was celebrated last month. The program is aired Fridays, 6-6:30 p.m. Attending the anniversary program was Maxie Rosenbloom, former light heavyweight champion, who refereed one bout. On the occasion, W. George Matton, Louisville safety director, congratulated WAVE-TV for the series, citing it as a factor in curbing juvenile delinquency.

MISTAKES AND SALARIES

SIGNS to remind employes of the value of not making mistakes have been drawn up by WFLA-TV Tampa, Fla., and posted throughout its organization. "Mistakes are costly," the sign says. "You can throw away someone's weekly salary in 10 seconds." The punch line, which WFLA-TV admits is borrowed, is "the salary you have may be your own." The posters, measuring 11 by 15 inches, are decorated with cutouts of nickels, dimes and quarters.

IT'S ALL IN THE MIND

WRCA New York, adhering to the theory of "psychological cooling off," is trying to convince heat-and-humidity sufferers that it's cooler than they think. According to WRCA, psychologists say "radio listeners tend to identify themselves with sounds that are most pleasing to them." In accordance, the station is broadcasting such sounds as water rushing over a waterfall, gurgling brooks, ice cubes clinking in a glass, torrential downpours, the crunch of walking on snow, waves splashing against a shore and beverages being poured.

'MONITOR' IS ON THE SPOT

NBC Radio's *Monitor* aired an on-the-spot account of an accident in the first heat of the national championship sprint car races in Oklahoma City last month. During a scheduled routine two-minute pickup, driver Jerry Hoyt crashed and suffered fatal injuries. Sports announcer Marty Reeves of WKY-AM-FM Oklahoma City, a veteran of six years racing experience, provided the commentary of the event.

BUSINESS IS GOOD

BETTER than one-fourth of the population of Ft. Lauderdale, Fla., turned up at a bank opening to see themselves on closed-circuit tv provided by WGBS-TV Miami. Total of 17,221 persons attended the opening after the bank had purchased 21 spots over a six-day period to hail its start of operation and advise people they would have a chance to see themselves on tv. The response was so great that the bank ran out of soft drinks and favors shortly after the program started and one of the two tv cameras had to be removed because the crowd was presenting a hazard. A special film of the event was made and shown on the station several times. In addition, WGBS-TV says, nearby business during the day flourished greatly.

Station Authorizations, Applications

(As Compiled by B•T)

July 21 through July 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchonous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of June 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,719	525	137
Cps on air	13	15	†321
Cps not on air	108	12	124
Total on air	2,732	540	458
Total authorized	2,840	552	582
Applications in hearing	136	3	165
New station requests	222	6	16
New station bids in hearing	82	0	111
Facilities change requests	152	5	33
Total applications pending	836	78	215
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	1

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through July 27

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,735	2,723	139	270	88
Fm	540	257	30	15	0

Tv Summary Through July 27

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	321	612[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	318	301	419
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	953	337	749	540	1,290[2]
Noncom. Educ.	60		32	28	60[3]
Total	1,113	337	781	568	1,350[4]

[1] 145 Cps (30 vhf, 115 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Pittsburgh Pa.—WWSW Inc., vhf ch. 11 (198-204 mc); ERP 286 kw visual 143 kw aural; antenna height above average terrain 855 ft., above ground 700 ft. Estimated construction cost $1,909,348, first year operating cost $1,976,906, revenue $3,025,200. Post office address Hotel Sheraton, Pittsburgh. Studio and trans. location Pittsburgh. Geographic coordinates 40° 27' 47" N. Lat., 80° 00' 17" W. Long. Transmitter RCA antenna GE. Legal counsel Segal Smith & Hennessey, Washington, D. C. Consulting engineer Henry R. Kaiser, chief engineer WWSW. WWSW Inc., licensee of WWSW-AM-FM Pittsburgh is wholly-owned by P-G Pub. Co. (*Pittsburgh Post-Gazette*) which in turn is wholly-owned by Toledo Blade Co. (*Toledo* [Ohio] *Blade*). WWSW Inc., which will transfer am-fm operations to parent company, will own 50% of tv outlet after merger with competing Pittsburgh Radio Supply House which will sell WJAS Pittsburgh because of duopoly rule. Granted July 20.

PETITION

Orchards Community Tv Assn., Lewiston, Idaho—Pet. to amend sec. 3.606 so as to provide for addition of three uhf channels to table of assignments for Clarkston, Wash. Channels requested are 34, 40 and 50. Filed July 22.

APPLICATIONS DISMISSED

Fayetteville, N. C.—Application of Ralph E. Hess for ch. 54 Fayetteville dismissed at request of attorney in letter of 7-27-55. Dismissed July 27.

Walla Walla, Wash.—KHQ Inc. application for ch. 5 in Walla Walla dismissed at request of attorney. Dismissed July 25.

APPLICATIONS

New Orleans, La.—Greater New Orleans Educational Television Foundation Inc. vhf ch. 8 (180-186 mc); ERP 24.72 kw visual, 14.120 kw aural; antenna height above average terrain 483 ft., above ground 497 ft. Estimated construction cost $328,623.60, first year operating cost $129,470, revenue $494,335.92. Post office address 701 Carondelet St., New Orleans. Studio and trans. location New Orleans. Geographic coordinates 29° 59' 06.25" N. Lat., 90° 06' 13.5" W. Long. Transmitter Dumont, antenna RCA. Legal counsel Baldwin Haspel & Molony, New Orleans. Consulting engineer Lindsey G. Riddle, New Orleans. Applicant is non-stock non-profit organization,

MH
MASSAGLIA HOTELS
JOSEPH MASSAGLIA, JR., President
Hotel MIRAMAR AND BUNGALOWS
SANTA MONICA, Calif.
California's World-famous Resort—250 rooms
WILLIAM W. DONNELLY, Manager
Hotel SENATOR
SACRAMENTO, California
The Capital's Premier Hotel—400 rooms
CHARLES W. COLE, Manager
Hotel EL RANCHO & Bungalows
GALLUP, New Mexico
World's Largest Ranch House—200 rooms
MARTIN L. HANKS, Manager
Hotel PARK LANE
DENVER, COLORADO
Magnificent Rocky Mountain View—400 rooms
CHARLES W. COLE, Manager
Hotel RALEIGH
WASHINGTON, D. C.
On Famous Pennsylvania Ave.—500 rooms
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HARTFORD, Conn.
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PITTSBURGH, Pennsylvania
Center of Everything
MURREL F. VAUGHN, Manager
World-famed hotels—
Teletype service—Family Plan

the members of which hold no radio-tv interests. Filed July 21.

Elmira, N. Y.—Central New York Bcstg. Corp., uhf ch. 18 (494-500 mc); ERP 15.4 kw visual, 7.96 kw aural; antenna height above average terrain 700 ft., above ground 324 ft. Estimated construction cost $95,579, first year operating cost $30,090, revenue not separable. Post office address 224 Harrison St., Syracuse, N. Y. Studio location, none proposed. Transmitter location Hawley Hill approx. 3 miles west-northwest of Elmira. Geographic coordinates 42° 06' 20" N. Lat., 76° 52' 17" W. Long. Trans. and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington, D C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals are owners of WSYR-TV Syracuse, N. Y.; application is for WSYR-TV satellite station. Filed July 21.

Existing Tv Stations . . .

ACTIONS BY FCC

WJMR-TV New Orleans, La.—Granted experimental authorization to Oct. 15 to experiment with GE in connection with development of high power transmitting tubes, temporarily increasing ERP from 1,000 kw to 5,000 kw (visual) and from 500 kw to 2,500 kw aural while continuing to broadcast regular programs on ch. 20; conditions. Granted July 27.

WFLB-TV Fayetteville, N. C.—Granted cp for private tv intercity relay system to connect WFLB-TV (not yet on air, ch. 18), WFMY-TV (ch. 2) Greensboro, N. C., and WTVD (TV) Durham, N. C. Programs will be picked off air near Pineview and relayed to WFLB-TV by microwave. Granted July 27.

PETITION

WTPA-TV Harrisburg, Pa.—Pet. to amend sec. 3.606 so as to provide for allocations as follows: Harrisburg—add ch. 21 and delete 71; Lancaster—add 71 and delete 21; Williamsport—add 26 delete 36 and also to issue orders to show cause to:—(a) The Patriot-News Co. calling upon corporation to show cause why channel of WTPA-TV Harrisburg should not be changed to ch. 21; (b) Harold C. Burke calling upon him to show cause why channel of station WWLA (TV) Lancaster, Pa. should not be changed to 71 and (c) WRAK Inc. calling upon it to show cause why channel of WRAK-TV Williamsport, Pa. should not be changed to ch. 26. Filed July 22.

APPLICATIONS

WSUN-TV St. Petersburg, Fla.—Seeks mod. of cp to change ERP to 200 kw visual, 120.2 kw aural and make antenna changes. Antenna height above average terrain 460 ft. Filed July 27.

KBMB-TV Bismarck, N. D.—Seeks mod. of cp to change ERP to visual 38.5 kw, aural 18 kw, install new antenna system and make other equipment changes. Antenna height above average terrain 319.5 ft. Filed July 27.

KELO-TV Sioux Falls, S. D.—Seeks mod. of cp to change ERP to 252.9 kw visual, 141.6 kw aural and make antenna changes. Antenna height above average terrain 521 ft. Filed July 27.

WSM-TV Nashville, Tenn.—Amends application for mod. of cp to change trans. location to specify change to 38th and Dakota Aves., Nashville, make antenna and minor equipment changes. Antenna height above average terrain 1,439 ft. Filed July 27.

KBST-TV Big Spring, Tex.—Seeks mod. of cp to change ERP to 12.75 kw visual and 6.88 kw aural, install new antenna system. Antenna height above average terrain 380 ft. Filed July 25.

CALL LETTERS ASSIGNED

KARD-TV Wichita, Kan.—Wichita Television Corp., ch. 3. Changed from KTVR (TV).

WITI-TV Whitefish Bay, Wis.—Independent Television Inc., ch. 6.

WISN-TV Milwaukee, Wis.—The Hearst Corp., ch. 12. Changed from WTVW (TV) effective 7-25-55 in lieu of previous effective date of 8-15-55.

New Am Stations . . .

APPLICATION DISMISSED

Whiteville, N. C.—Columbus Radio & Television Co. application for cp for new station to be operated on 1430 kc, 1 kw day dismissed per sec. 1.381. Dismissed July 27.

APPLICATIONS

Gilroy, Calif.—Bernard and Jobbins Bcstg. Co., 1290 kc, 500 w day. Post office address 622 Hawthorne Ave., Los Altos, Calif. Estimated construction cost $10,000, first year operating cost $38,500, revenue $43,000. Principals are James D. Bernard (50%) and Charles W. Jobbins, engineers KGO-AM-FM-TV San Francisco, Calif. Filed July 27.

Lakeland, Fla.—Denver T. Brannen, 1330 kc, 1 kw day. Post office address Box 15, Waycross, Ga. Estimated construction cost $17,000, first year operating cost $48,000, revenue $60,000, Mr. Brannen owns 98% of KCIL Houma, La. Filed July 25.

Bremen, Ga.—West Georgia Bcstg. Co., 1440 kc, 500 w day. Post office address P. O. Box 78, Bremen. Estimated construction cost $21,200, first year operating cost $24,000, revenue $36,000. Principals are J. J. Mangham Jr. (33.3%), retail grocer; E. E. Hubbard (33.3%), salesman and director pants company, and G. E. Wasdin (33.3%), attorney and other business interests. Filed July 27.

Boise, Idaho—Radio Boise Inc., 740 kc, 250 kw day. Post office address Hotel Boise. Estimated construction cost $14,761, first year operating cost $30,132, revenue $41,400. Principals include Pres. **Roger L. Hagadone** (49%), general manager KJRL Pocatello, Idaho; Vice Pres. **Richard K. Mooney** (49%), Idaho Press Assn. Secretary. Filed July 25.

Athol, Mass.—Central Bcstg. Corp., 1390 kc, 1 kw day. Post office address off East St., Ware, Mass. Estimated construction cost $14,250.50, first year operating cost $50,000, revenue $60,000. Principals are Pres.-Treas. **H. Scott Kilgore** and Vice Pres. **William R. Sweeney.** Mr. Kilgore is 100% owner of Tele-Broadcasters Inc. which owns WKXL Concord, N. H., and WARE Ware, Mass. Filed July 27.

Munising, Mich.—North Central Bcstg. Co., 1400 kc, 250 w unlimited. Post office address P. O. Box 127, Marquette, Mich. Estimated construction cost $14,026, first year operating cost $24,000, revenue $27,500. Principals are Pres. **Wilbert H. Treloar** (25%), advertising manager Mining Journal Co., *(Marquette* [Mich.] *Mining Journal)* (WDMJ Marquette); Vice Pres. **Gordon H. Brozek** (25%), WDMJ chief engineer; Sec. **Wallace C. Johnson** (25%), Mining Journal Co. general manager and sec.-treas., and Treas. **Robert J. Luke** (25%), WDMJ manager. Filed July 27.

Rochester, Minn.—Rochester Bcstg. Co., 1270 kc, 500 w day. Post office address 158 North White Bear Ave., St. Paul, Minn. Estimated construction cost $24,187, first year operating cost $85,000, revenue $100,000. Principals are **Victor J. Tedesco** (50%), minority stockholder WCOW St. Paul, and majority stockholder of WKLJ Sparta, Wis. **Nicholas Tedesco** (50%) is also minority stockholder WCOW and is minority stockholder and officer of WKLJ. Filed July 26.

Waco, Tex.—Hugh M. McBeath, 940 kc, 250 w day. Post office address 1405 Ward St., Marlin, Tex. Estimated construction cost $9,140, first year operating cost $36,500, revenue $40,000. Mr. McBeath owns 49% of KMLW Marlin, Tex. He will dispose of this interest if Waco application is granted. Filed July 27.

Weatherford, Tex.—James H. Grove, Henrietta M. Grove and Howard M. Grove d/b as Parker County Bcstg. Co., 730 kc, 250 w day. Post office address P. O. Box 197, Weatherford. Estimated construction cost $16,330, first year operating cost $24,000, revenue $30,000. Each principal has one-third interest. James H. Grove and Henrietta M. Grove are retired. Howard M. Grove is field engineer, Reeves Instrument Corp. (radar, electronic equipment), N. Y. Filed July 27.

Centerville, Utah—George D. Daley and Richard S. Prows d/b as Daley & Prows tr/as Bountiful Bcstg. Co., 1600 kc, 1 kw day. Post office address 811 South 5th West, Bountiful, Utah. Estimated construction cost $22,650, first year operating cost $37,500, revenue $39,000. Messrs. Daley and Prows each owns 50% of applicant and are partners in construction interests. Filed July 27.

Othello, Wash.—K. B. Brownlow and R. E. Pollock d/b as Othello Radio, 1450 kc, 100 w unlimited. Post office address 10426 N.E. 15th, Bellevue, Wash. Estimated construction cost $16,450, first year operating cost $30,000, revenue $40,000. K. B. Brownlow (75%) is 4% owner KBAR Burley, Idaho. R. E. Pollock is 14% owner of KAYO Seattle, Wash. Filed July 21.

APPLICATIONS AMENDED

Lancaster, Calif.—Brocaw Bcstg. Co. amends its application for cp for am to be operated on 1330 kc, 1 kw day with DA to specify changed trans. location. Filed July 27.

Ansonia, Conn.—Valley Bcstg. Co. amends application for cp for am to be operated on 600 kc, 500 w day with DA to specify changes in DA system. Filed July 27.

Kendallville, Ind. — Nobel-DeKalb Bcstg. Co. amends application for cp for am to be operated on 1570 kc, 250 w day to specify installation of DA. Filed July 27.

New Castle, Ind.—Courier-Times Inc. amends applicaton for new station to operate on 1220 kc, 250 w day to specify 500 w, install DA, change antenna-trans.-studio location to on Main St. extended. approx. 2 miles south of center of New Castle. Filed July 25.

Charlotte, Mich. — Eaton County Bcstg. Co. amends application for cp for am to be operated on 1390 kc, 1 kw day with DA to specify decrease in antenna height. Filed July 27.

O'Neill, Neb.—Holt County Bcstg. Corp. amends application for new am station on 1400 kc, 250 w unlimited to specify reduction in height of antenna. Filed July 25.

Union City, Tenn.—Fenner Heathcock tr/as Obion County Bcstg. Co. amends application for cp to operate on 1580 kc, 250 w day to specify decrease in height of antenna. Filed July 25.

Existing Am Stations . . .

APPLICATION RETURNED

KWHO Salt Lake City, Utah—Application for mod. of cp (as mod. which authorized new am station) for extension of completion date returned to applicant (notary seal omitted). Returned July 27.

APPLICATIONS

WCTA Andalusia, Ala.—Seeks cp to increase daytime power from 1 kw to 5 kw. Filed July 25.

WNPT Tuscaloosa, Ala.—Seeks cp to increase daytime power from 1 kw to 5 kw. Filed July 21.

WCBQ Sarasota, Fla.—Seeks mod. of cp to increase power from 250 w to 1 kw and change trans. and studio locations. Filed July 25.

WEAW Evanston, Ill.—Seeks cp to increase power from 500 w to 1 kw and make changes in antenna system. Filed July 27.

KWRO Coquille, Ore—Seeks cp to change hours of operation from unlimited to day; change frequency from 1450 kc to 630 kc; increase power from 250 w to 1 kw and change trans. location. Filed July 21.

APPLICATIONS DISMISSED

WMEN Tallahassee, Fla.—Application for cp to change from 1330 kc to 970 kc and make changes in ground system dismissed at request of attorney. Dismissed July 25.

WDXB Chattanooga, Tenn.—Application for cp to change frequency from 1490 kc to 1450 kc dismissed at request of applicant. Dismissed July 27.

WBCR Christiansburg, Va. — Application for mod. of license to change station location from Christiansburg, Va., to Christiansburg-Blacksburg, Va., dismissed at request of applicant. Dismissed July 27.

APPLICATIONS AMENDED

WHLP Centerville, Tenn.—Amends application for mod. of cp to change antenna, trans. location to specify change studio location to 309 North Public Square, Centerville. Filed July 25.

WIVI Christiansted, Virgin Islands—Amends application for cp to change from 1230 kc to 1040 kc, increase power from 250 w to 1 kw and increase height of tower, to specify reduction in nighttime power to 500 w. Filed July 25.

FCC CORRECTION

KDEF Albuquerque, N. M.—Commission corrects its report to read that station applied for cp to change frequency from 1280 kc; change hours of operation from day to unlimited, using

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1 kw day and night. Corrected July 25.

CALL LETTERS ASSIGNED

KAYT Rupert, Idaho—Inland Broadcast Co., 970 kc, 1 kw day.

KNCO Garden City, Kan.—Ark-Valley Bcstg. Co., 1050 kc, 1 kw day. Changed from KGAR.

KWRW Guthrie, Okla.—Southern Bcstg. Co., 1490 kc, 100 w unlimited.

KGAS Carthage, Tex.—Carthage Bcstg. Co., 1590 kc, 1 kw day.

KWIQ Moses Lake, Wash.—Central Basin Bcstg. Co., 1260 kc, 1 kw day.

WTCS Fairmont, W. Va.—Fairmont Bcstg. Co., 1490 kc, 250 w, unlimited. Changed from WVVW.

New Fm Stations . . .

APPLICATIONS

Indianapolis, Ind.—Williams Fm Service, 95.5 mc, 15 kw unlimited. Post office address 7401 E. 14th St., Indianapolis. Estimated construction cost $7,500, first year operating cost $12,000, revenue $18,000. Principals are Pres. **Martin R. Williams Sr.** (55%), consulting radio engineer; **Elizabeth J. Williams** (25%), housewife; **Martin R. Williams Jr.** (10%), U. S. Coast Guard, and **Etta Clare Williams** (10%), housewife. Filed July 27.

Columbus, Ohio—Board of Education of the City School Dist. of Columbus, 88.9 mc, 17.46 kw. Post office address 270 East State St., Columbus. Estimated construction cost $5,000, first year operating cost $2,000. Applicant will use station for non-commercial, educational purposes. Filed July 27.

CALL LETTERS ASSIGNED

WMIN-FM St. Paul, Minn.—Franklin Bcstg. Co., 99.5 mc, 16 kw. Changed from WMNS-FM.

Existing Fm Stations . . .

APPLICATION

WWPC (FM) Chambersburg, Pa.—Seeks mod. of cp (which authorized new fm station) to change ERP to 4.646 kw and move antenna site. Filed July 27.

Amendment of Rules . . .

AM-FM CHANGES

Am-Fm Licenses—By order, Commission amended secs. 3.164, 3.264 and 3.564 of its rules governing am and fm stations, to provide that original copy of station license must be posted at point licensee considers as main control point with photocopy posted at other control points; also to permit restricted radiotelephone operator to post FCC Form 759 (card) at place where he is on duty so he can use his original permit at places other than broadcast station. Rule change effective Aug. 31. Action July 20.

TV CHANGES

Vhf antenna height and power for Zone 1—By report and order, Commission amended sect. 3.614 (b) of its rules governing tv broadcast stations to permit vhf stations in Zone 1 to operate with maximum power with antenna heights up to 1,250 ft. above average terrain instead of the 1,000 ft. presently prescribed. Amendment, effective Aug. 31, would require that power be reduced only when heights above 1,250 ft. are employed in Zone 1. Neither original rule nor its amendment place any limitation on antenna height. Amendment merely requires power be reduced when heights above 1,250 ft. are employed in Zone 1. Question of hazard to air navigation is determined on case-by-case basis. Under amended rules, maximum power of tv stations in Zone 1 is 100 kw on vhf chs. 2 to 6, and 316 kw on vhf chs. 7 to 13, with antenna heights up to 1,250 ft. There is no change in height and power limitations for uhf stations, which continue to be 1,000 kw to 2,000 ft. in all zones.

Ownership Changes . . .

ACTIONS BY FCC

KBMX Coalinga, Calif.—Granted assignment of license to Vernon J. Stedry and Jesse F. Tepner d/b as Westside Bcstg. Co. for $18,650. Mr. Stedry is general manager KOWB Laramie, Wyo. Mr. Tepner is owner-manager Tepner Chevrolet Co., Creighton, Neb. Granted July 27.

KWBR Oakland, Calif.—Granted involuntary assignment of license to E. N. Warner, individually and as executor of estate of S. W. Warner, deceased. Granted July 18; Announced July 26.

KMOR Oroville, Calif.—Granted transfer of control for $20,000 to James R. Bird, KMOR general manager; Raymond D. Vargas, California Mobile dealer, and Alan B. Bowles, KMOR employe. Granted July 27.

KFEL-TV Denver, Colo.—Granted transfer of control from trustees of the Eugene P. O'Fallon Trust to Gotham Bcstg. Corp. for $400,000. Principals include **J. Elroy McCaw** (75%), pres.-50% owner KELA Chehalis, Wash.; sec.-treas.-33.3% owner KVAK Yakima, Wash.; sec.-treas.-33.3% owner KALE-AM-FM Richland, Wash.; pres.-50% owner KYA San Francisco; owner KORC Mineral Wells, Tex.; vice pres.-25% owner KONA Honolulu, Hawaii; pres.-75% owner WINS New York; owner KTVW (TV) Seattle, Wash., application pending for station at Walla Walla, Wash., and **John D. Keating** (25%), vice pres.-50% owner KYA; pres.-25% owner KONA, and vice pres.-25% owner WINS. Granted July 27.

WOBS-AM-TV Jacksonville, Fla. — Granted transfer of control to Carmen Macri for $90,000. Mr. Macri is director WLBS Birmingham, Ala., 40% owner WABR Winter Park, Fla., 2.5% owner WMIE Miami and applicant for am station, Palatka, Fla. Granted July 27.

WWPG-AM-FM Palm Beach, Fla.—Palm Beach Bcstg. Co. granted transfer of control to Palm Beach Radio Inc. for $185,000. E. D. Rivers Sr., pres. Sun Coast Bcstg. Corp. (WMIE Miami, Fla.) is 97% owner of Palm Beach Radio and was majority stockholder of WOBS-AM-TV Jacksonville, Fla., transfer of which was granted July 27. Granted July 27.

WWKO Ashland, Ky.—Granted transfer of license to Connie B. Gay for $102,000. Mr. Gay controls WTCS (formerly WVVW) and WJPB (FM) Fairmont, W. Va. Additionally Mr. Gay has application pending for new am, Warrenton, Va., and is WARL Arlington, Va., disc jockey and pres. of Town & Country Time enterprises, producer of American folk music films distributed by RCA. Granted July 27.

WFKY Frankfort, Ky.—Granted transfer of control to Kenneth W. Hart, G. D. Kincaid and Donald J. Horton. Mr. Kincaid is 32.6% owner WVLK Lexington, Ky., and Mr. Horton is pres.-8.5% owner WVLK. Granted July 27.

WPGC Morningside, Md.—Granted transfer of control to Maxwell Evans Richmond for $19,000. Mr. Richmond owned 50%. Granted July 18; Announced July 26.

WAGE-TV Marquette, Mich.—Granted assignment of cp (ch. 6) to Lake Superior Bcstg. Co. for $20,000. Principals include **Frank J. Russell Jr.,** 80% owner WMIQ Iron Mt., Mich. Lake Superior controls WDMJ Marquette, Mich. Mining Journal Co., of which Mr. Russell controls 72%, owns all Lake Superior stock and holds interest in WSAU-AM-TV Wausau, Wis. Granted July 27.

KRMS Osage Beach, Mo.—Granted assignment of license to Lawrence Broadcasters Inc. for $37,500. Principals include Pres. **A. P. D'Ambra** (17.6%), Treas. **E. F. Abels** (14.7%), **H. M. Booth** (14.7%), and Sec. **Arden Booth** (8.8%). Granted July 27.

WHOM-AM-FM New York, N. Y.—Granted assignment of licenses to Progress Bcstg. Corp. for $150,000. No change in stockholders. Funds used to pay licensee's debts. Granted July 27.

WRRZ Clinton, N. C.—Granted assignment of license to equal partners A. G. Williams, George T. Williams, Jno. B. Williams Jr. and J. L. Austin d/b as WRRZ for $90,000. A. G. Williams has hardware, farm machinery interests. George T. Williams and Jno. B. Williams Jr. are attorneys and hold farming interests. J. L. Austin has theatre and farm machinery interests. Granted July 27.

WHED Washington, N. C.—Granted assignment of 47.8% stock held by Mr. and Mrs. R. R. Knowles to W. W. and Mary L. Moore. No consideration is involved. Granted July 27.

WJW-AM-FM Cleveland, Ohio—Granted assignment of license from Storer Bcstg. Co.'s wholly owned subsidiary WJW Inc. to Storer Bcstg. Co. Corporate change only. Granted July 22; Announced July 26.

KWHP Cushing, Okla.—Granted assignment of license to Cimarron Broadcasters Inc. for $65,000. Principals are Pres. **Lou S. Allard** (33.3%), 50% owner Drumright, Okla., newspaper; Vice Pres. **Gordon R. Rockett** (33.3%), 50% owner newspaper Drumright, and Sec.-Treas. **Jack B. Sellers** (33.3%), attorney. Granted July 27.

WHIM Providence, R. I.—Granted transfer of control and assignment of license to Intercity Broadcasters Inc. for $469,000. Intercity principals are Pres.-Treas. Frank W. Miller (100%), Headley-Reed Co. director, vice president WSAR Fall River, Mass., and newspaper interests, and Mrs. Miller. Granted July 27.

WRIT (formerly WEMP) Milwaukee, Wis.—Granted assignment of license to Trinity Bcstg. Corp. for $69,000 per year for five years with option at that time to renew rental agreement. Principals are Vice Pres. **B. R. McLendon** (50%), Pres. **Gordon B. McLendon** (49%), and Sec.-Treas. **Cecil Hobbs** (1%). Messrs. McLendon hold 16% and 10% respectively of WRIT and own Trinity, licensee of KLIF Dallas, Tex., KELP El Paso, Tex. Trinity is permittee of KLIF-TV Dallas. Granted July 27.

APPLICATIONS

KTVH (TV) Hutchinson, Kan.—Seeks assignment of cp to Wichita-Hutchinson Co., 80% owned by *Minneapolis Star* and *Tribune* for $1,070,000. Papers are part of Cowles interests which own WCCO-AM-TV Minneapolis, KRNT-AM-FM Des Moines, Iowa, KVTV (TV) Sioux City, Iowa, and WNAX Yankton, S. D. Filed July 27.

WDMJ Marquette, Mich.—Mining Journal Co. (Marquette (Mich.) Mining Journal), parent company of WDMJ's licensee, Lake Superior Bcstg. Co., seeks transfer of control of Mining Journal Co. to Frank Russell Jr., who presently owns 220 of 750 outstanding shares in firm. Mr. Russell is buying 20 shares from Walter Hornstein for $200,000. Corporation is buying 98 outstanding shares from Leo G. Brott for $55,000 and is acquring 210 shares held by three trusts for $94,500. When transaction is completed Mr. Russell will own 440 shares of 442 outstanding. Filed July 26.

KHAS-TV Hastings, Neb.—Seeks assignment of cp to Nebraska Television Corp., of which Seaton Pub. Co., present station owner, holds 52.7% interest. Other 47.3% to be sold to over 100 local residents for about $125,000. Filed July 27.

WTRY Troy, N. Y.—Seeks assignment of license to Tri-City Radio Inc. (contingent on transfer of control of WTRY). [B•T, July 25.] Filed July 21.

WCNC Elizabeth City, N. C.—Seeks transfer of control to Joseph Lamb Sr. and Joseph Lamb Jr. for $30,000. Mr. Lamb Sr. is railroad accountant. Mr. Lamb Jr. is WCOG Greensboro, N. C., chief engineer and WCNC manager. Filed July 27.

WEEU-AM-TV Reading, Pa.—Hawley Quier, a stockholder of the Reading Eagle Co. *(Reading* [Pa.] *Times* and *Eagle)*, parent company of station licensee, Hawley Bcstg. Co., notifies Commission that through purchase from other stockholders he now owns 21.33% of Reading Eagle Co. shares and he is the voting trustee of 38.4% of outstanding shares, thus giving him control, without majority ownership, of the Reading Eagle Co. No actual transfer of control occurs and there is no change in Hawley Bcstg. Co. Filed July 27.

WNRG Grundy, Va.—Seeks transfer of control (75% interest in WNRG's cp) to Herman G. Dotson and Elmo Mills for $1,500. Buyers also have right to subscribe to 75% of common stock of Virginia-Kentucky Bcstg. Co., station permittee. Mr. Dotson is attorney. Mr. Mills is 66% owner WFTG London, Ky. Filed July 26.

Hearing Cases . . .

FINAL DECISIONS

Pittsburgh, Pa.—By memorandum opinion and order Commission denied request of Telecasting Inc. (WENS [TV]), permittee of ch. 16, Pittsburgh, Pa., for waiver of sect. 1.387 (b) of rules, and for oral argument and dismissed application requesting mod. of outstanding cp to specify ch. 11 in lieu of ch. 16 in Pittsburgh and to make certain equipment changes.

Stockton, Calif.—By memorandum opinion and order denied petitions of Television Diablo Inc., permittee of station KOVR (TV) (ch. 13) Stockton, Calif., for rule making to shift ch. 13 from Stockton to San Francisco in order that KOVR (TV) may be designated San Francisco station without moving transmitter. Action July 20.

Ft. Wayne-Waterloo, Ind.—By memorandum opinion and order denied petitions of Radio Fort Wayne Inc. (WANE-TV ch. 69), and Tri-State Television Inc., (WINT [TV] ch. 15), Waterloo, Ind., filed April 15 and May 4 respectively, to assign ch. 21 to Ft. Wayne, Ind. by deleting it

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from Huntington, Ind. Action July 20.

Pittsburgh, Pa.—By memorandum opinion and order commission made effective immediately initial decision of July 1 and granted WWSW Inc., cp for new tv station to operate on ch. 11 in Pittsburgh, Pa., and dismissed application by Pittsburgh Radio Supply House Inc., for same facility. WWSW grant is without prejudice to any action Commission may take with respect to any future application to effectuate a contract of June 2 which resolved these competing applications. Action July 20

Chattanooga, Tenn.—By memorandum opinion and order commission granted petition of WDOD (Chattanooga) Bcstg. Corp, insofar as it requests reopening record to determine effect of recent transfer of control of WAPO (Chattanooga) Bcstg. Service Inc., and agreements therewith upon proposal of Mountain City Television Inc., for new tv station to operate on ch. 3, Chattanooga, for which WDOD is competing. Action July 20.

Sacramento, Calif.—By memorandum opinion and order Commission denied petition by Sacramento Bcstrs. Inc., for rehearing of Commission's Decision of April 13 in granting competing application of KCRA Inc., for new tv station to operate on ch. 3 at Sacramento, Calif. Action July 20.

WAPF McComb, Miss.—By order Commission made effective immediatelv initial decision of June 15 and granted application of Southwestern Bcstg. Co. of Mississippi to change frequency of WAPF McComb, Miss., from 1010 kc to 980 kc, continuing operation with 1 kw, daytime only. Action July 20.

Paducah Ky.—By order Commission, on petition of E. Weaks McKinney-Smith, deleted issues Nos. 4 and 5 and modified issue No. 3 in proceeding involving his application for new am station to operate on 1560 kc, 1 kw unlimited time at Paducah, Ky. Action July 20.

Study of Networks—By order, Commission has designated committee for four of its members—Chmn. George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer—to institute and carry on study of radio and television network broadcasting provided for by Public Law 112, 84th Congress, First Session. Designated July 22.

WBUF-TV Buffalo, N. Y.—Commission advised WBUF-TV that applications for assignment of cp (ch. 17) to NBC and mod. of cp to change power and trans. site indicate necessity of hearing. Action July 20; announced July 22.

Sarkes Tarzian Inc., Roanoke, Ind.—Is being advised application for new tv station to operate on ch. 21 (now assigned Huntington, Ind.) indicates necessity of hearing. Action July 20.

WLBR-TV Lebanon, Pa.—Commission advises WLBR-TV that application for transfer of control from Lebanon Bcstg. Co., Lebanon News Pub. Co., et al, to Triangle Pub. Inc. indicates necessity of hearing. Station operates on ch. 15. Action July 27.

Routine Roundup . . .

July 21 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Mountain State Bcstg. Co., Morgantown, W. Va.—Granted petition for dismissal without prejudice of its am application. Action of 7/19.

WBEL Beloit, Wis.—Granted motion for dismissal without prejudice of its application. Action of 7/15.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Scheduled oral argument for July 20 on petition for additional time to Aug. 15 in which to prepare and file proposed findings re application of Dispatch Inc., Erie, Pa. Action of 7/18.

E. Weaks McKinney-Smith, Paducah, Ky.—The examiner, on his own initiative, continued hearing from July 21 to July 27. Action taken 7/19.

By Hearing Examiner Basil P. Cooper

Radio Suburbia Inc., Suburban Bcstg. Corp., Hopkins-St. Louis Park, Edina, Minn.—Granted petition of Radio Suburbia for leave to amend its application for new am station to show withdrawal from company of Kenneth E. Peterson.

By Hearing Examiner Hugh B. Hutchison

El Mundo Inc., et al., Mayaguez, P. R.—Issued Memorandum Opinion and Order, continuing without date prehearing conference in re applications for ch. 3. Action taken 7/18.

Cherokee Bcstg. Co., Valley Bcstg. Co., Murphy, N. C.—Granted petition of Cherokee for extension of time from July 22 to Aug. 1 within which to file proposed findings. Action taken 7/19.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from July 25 to Aug. 15, in which to file initial proposed findings in re application of Dispatch Inc. (WICU [TV]), Erie, Pa. (Docket 11048).

KOAT Albuquerque, N. Mex.—Upon concurrence of all counsel, continued from July 25 to Sept. 15 hearing; and postponed time for exchange of exhibits from July 21 to Sept. 12.

July 21 Applications

ACCEPTED FOR FILING

License to Cover Cp

KLEN Killeen, Tex.—Seeks license to cover cp which authorized new standard station.

Renewal of License

WLEW Bad Axe, Mich.; WBCK Battle Creek, Mich.; WBCM Bay City, Mich.; WJBK Detroit, Mich.; WWJ Detroit, Mich.; WMIQ Iron Mountain, Mich.; WMTE Manistee, Mich.; WFAH Alliance, Ohio; WBEX Chillicothe, Ohio; WHK Cleveland, Ohio; WOHI East Liverpool, Ohio, and WPAY Portsmouth, Ohio.

Modification of Cp

WTHI-TV Terre Haute, Ind.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to 10-15-55.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to 1-1-56.

WARM-TV Scranton, Pa.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

July 25 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Van Curler Bcstg. Corp.—Granted petition requesting certain corrections be made in transcript of hearing re application to transfer control of WROW-AM-TV Albany, N. Y.

By Chief Hearing Examiner James D. Cunningham

Ordered following examiners to preside at hearings as indicated:

Herbert Sharfman, Sept. 6 in re order to show cause why license for KSDA Redding, Calif., should not be revoked; Sept. 8 in re application of WKYV Harlan, Ky. (Actions of 7/21 and 7/22 respectively).

H. Gifford Irion, Sept. 15 in re application of WCLE Cleveland, Tenn.; Oct. 4 in re application of WCIG Morgantown, W. Va. (Actions of 7/19 and 7/20, respectively).

William G. Butts, Sept. 20 in re applications of WPWR Laurel, Miss.; Oct. 10 in re applications of Spring Hill Radio Corp., Columbia, Tenn., and The Savannah Bcstg. Co., Savannah,, Tenn. (Actions of 7/21).

Elizabeth C. Smith, Sept. 15 in re application of Ohio Valley Bcstg. Corp., Clarksburg, W. Va. (Action of 7/20).

Basil P. Cooper, Oct. 3 re applications of Robert E. Bollinger, et al., Portland, Oreg. (Docket 11455-58). (Action of 7/21.)

Hugh B. Hutchison, Oct. 3 in re application of WNLK Norwalk, Conn. (Action of 7/21.)

J. D. Bond, Oct. 17 in re applications of The Cerritos Bcstg. Co., Signal Hill, Calif., et al. (Action of 7/21.)

By Hearing Examiner H. Gifford Irion

WSLA Selma, Ala.—Granted petition for leave to amend its application to specify main studio site.

WTIF Tifton, Ga.—On petition of WTIF, continued hearing scheduled for July 26 to Sept. 13.

July 25 Applications

ACCEPTED FOR FILING

Modification of Cp

WGTO Haines City, Fla.—Seeks mod. of cp (as mod. which authorized new station) for extension of completion date.

WGMS Bethesda, Md.—Seeks mod. of cp (which authorized change in trans., studio and station location, change from day to unlimited, install DA-2) for extension of completion date.

WELI-TV New Haven, Conn.—Seeks mod. of cp to extend completion date to 2-24-56.

WNLC-TV New London, Conn.—Seeks mod. of cp to extend completion date to 9-30-55.

WCTV (TV) Thomasville, Ga.—Seeks mod. of cp to extend completion date to 9-30-55.

WTVH-TV Peoria, Ill.—Seeks mod. of cp to extend completion date to 2-23-56.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp to extend completion date to 2-19-56.

WKBN-TV Youngstown, Ohio—Seeks mod. of cp to extend completion date.

WGLV (TV) Easton, Pa.—Seeks mod. of cp to extend completion date to 2-23-56.

WGBI-TV Scranton, Pa.—Seeks mod. of cp to extend completion date to 2-11-56.

Remote Control

WCMI Ashland, Ky.

Renewal of License Returned

WLMJ Jackson, Ohio (re: signature; power and sec. IV).

Renewal of License

WRUS Russellville, Ky.; WKLA Ludington, Mich.; WMAW Menominee, Mich.; WIMA Lima, Ohio; WMAN Mansfield, Ohio; WWJ-TV Detroit, Mich.; WKZO-TV Kalamazoo, Mich.

July 26 Decisions

BROADCAST ACTIONS

Actions of July 22

WAZL-FM Hazleton, Pa.—Granted license covering changes in licensed station.

WPIK Alexandria, Va.—Granted cp to install new antenna and trans. as auxiliary antenna and trans., at present location of main studio and operate auxiliary transmitter by remote control from 523 First St., Alexandria, Va.

WJUN Mexico, Pa.—Granted mod. of cp to change name of permittee to Lewistown Bcstg. Co. tr/as Juniata-Perry Bcstg. Co.

WCMI Ashland, Ky.—Granted authority to operate trans. by remote control.

Actions of July 21

WDSM-TV Superior Wis.—Granted license for tv broadcast station (ch. 6); ERP: visual 100 kw, aural 50 kw; antenna 790 ft.

WMLT Dublin, Ga.—Granted license covering change of facilities and changes in antenna system (decrease height).

WKOZ Kosciusko, Miss. — Granted license covering change of facilities and increase height of antenna.

WKMC Roaring Spring, Pa.—Granted license for am broadcast station.

WAEW Crossville, Tenn.—Granted license covering change of facilities and changes in antenna system.

WKYR Keyser, W. Va.—Granted license covering increase power.

KBCH Oceanlake, Oreg.—Granted license for am broadcast station.

WWOC Manitowac, Wis.—Granted license covering changes in frequency control equipment.

KXOL Fort Worth, Tex.—Granted license covering increase in daytime power.

WILL-FM Urbana, Ill.—Granted license covering changes in licensed educational fm station.

KQFM (FM) Portland, Oreg.—Granted license covering changes in licensed fm station.

WUOA (FM) Tuscaloosa, Ala.—Granted license covering changes in licensed educational fm station.

WBBQ-FM Augusta, Ga.—Granted license

(Continued on page 104)

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—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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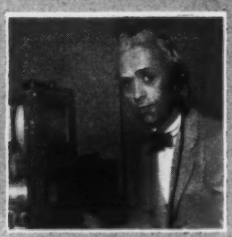

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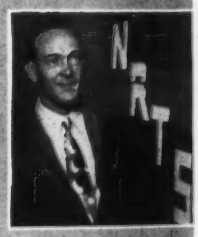

MARVIN PAGE

It will be to your advantage to take a good look at the people in this preview showing because when you hire them you will benefit from their practical experience acquired doing actual studio productions . . . besides, they are all ambitious, conscientious, and sincere. Shown here are individuals especially qualified for Film, Floor, Camera, Sales, Continuity, Office, Announcing or Art Work, as well as any production job. For IMMEDIATE resume and complete details, write, wire or call *collect,* John Birrel—BE 7246.

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RADIO

Help Wanted

Managerial

Commercial manager: Top network station in major southern market. Highly competitive. Best deal in south for right man. Station highly promotional and requires same type of man. Please send snapshot and resume to Box 199C, B•T.

Sales manager for daytime independent, in large western market area. Salary plus commissions. Outstanding financial future for successful, aggressive man. Promotion opportunity. Box 306C, B•T.

Wanted: Commercial manager for non-tv market. Salary plus commission and mileage. Opportunity to earn good money. Send full details first letter, photo, references, and tape if you do air work. Must be honest and reliable. No floaters. Car necessary. KSCB, Liberal, Kansas.

Excellent opportunity for manager-salesman for new daytimer at Brookfield, Missouri. Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Manager-saleman. New kw indie — Clarksdale, Miss. Southerner—25-38—family—cost-conscious—detailed-minded. Must have excellent personal sales record—top references. Make $500-$900 mo. with progressive broadcaster. Immediate. Call John McLendon—37830, Jackson, Miss.—46541 Clarksdale, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Wanted: Experienced salesman for single market, independent, good guarantee and commission, plus group of accounts on air. Unusual opportunity if you have it. Contact Box 323C, B•T.

Wanted immediately: Combination salesman-announcer and one salesman. Please apply only if can sell radio. Box 351C, B•T.

Salesman for top-flight am-tv operation in excellent southern market. This is a fine opportunity for the right man. Send resume, photo and background. Box 356C, B•T.

Salesman? Like friendly people? want $400.00-$600.00 or better on salary, commission, profit-sharing, plus all talent fees? Good housing, $5000? Airmail, phone KPRK, Livingston, Montana.

Experienced salesman-announcer wanted. Emphasis on selling. Salary and commission. 1000 watt daytimer in west Texas. KTUE, Tulia, Texas.

Salesman-announcer: Opening. Prefer young man, anxious to Learn. Contact John Slatton, Manager, WJBB, Haleyville, Ala.

Immediate opening for energetic and effective salesman. Salary plus incentive plan.. Write or call for interviews, Gus Nathan, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Sales-sports. Opening for experienced salesman who can sell, service. Make friends of his accounts. Opportunity for play-by-play sports if you have ability and desire. Opening September First created by promotion of present man to larger market after five years here. Straight sales or sales-sports man both invited to apply, WMIX, Mount Vernon, Illinois.

Experienced salesman. Permanent position for aggressive man selling radio and tv. WPAG, Ann Arbor, Mich.

Announcers

Wanted: Personality; "country music" type preferred. Sell and do own show. 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 225C, B•T.

Hillbilly, playing musical instrument. Now employed in small community for opportunity in metropolitan market. Fine chance for advancement. Box 253C, B•T.

RADIO

Help Wanted—(Cont'd)

Young man, 16 to 18 who wants chance to become announcer. Permanent job. Send complete resume. Box 289C, B•T.

One of the top independents seeks top-notch deejay. Job requires audience-building personality, air salesmanship. Progressive station, major market. Box 308C, B•T.

Experienced announcer wanted immediately, for top-flight independent. Top salary for top man. Also need first rate salesman—no high pressure boys. Send complete information, first letter. Box 311C, B•T.

Morning personality. Bright, cheerful type with music and sales savvy. Your competition is good. Major southern market. Box 333C, B•T.

Top morning two-man team wanted for large am-tv operation. Top pay, plus talent. Send resume, photo and tape. Box 353C, B•T.

Experienced announcer: Sports background desirable; must have friendly sales delivery. Send tape, photograph and complete education, experience and references. No phone calls. KCHS, Truth or Consequences, New Mexico.

Wanted: Dependable, married, night duty, experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

Announcer-engineer with 1st class ticket. Send tape, full details. Position available immediately. KGHF, Pueblo, Colo.

Announcer with first class license, experienced. Send history, tape and references by air to KMVI, Wailuku, Maui, Hawaii.

Announcer Want to program? Want to sell on side, commission basis? We need you. Experienced, $70 weekly, plus talent and bonus incentives. Airmail or phone KPRK, Livingston, Montana.

Immediate opening, good experienced DJ and play-by-play sports. Send complete audition and personal history or call Manager KVOR, Colorado Springs, Colo.

Wanted! Four persons: News specialist, sports man, top-notch first class engineer, and a man or woman for Music Department, must play piano. Only experienced, reliable persons should apply to KTEM, Temple, Texas.

Complete staff needed for new daytimer at Brookfield, Missouri. Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Gerity Broadcasting has staff opening at Adrian, Michigan . . . WABJ. Company operates radio in Pontiac, Michigan and tv in Bay City-Saginaw, Michigan. . . . Good voice and complete experience in operating board a must . . . send tape, photo, resume, immediately, to: Bud Stone, WABJ, Adrain, Michigan. Salary depends on background and experience.

Experienced announcer. Good pay plus overtime. Six paid holidays plus vacations. Contact Manager, WCOJ Coatesville, Pa. Phone: 2100.

Opening for experienced announcer September 1st. Must have play-by-play experience. Opening now for announcer-salesman. Send resume, tape, photo. Good opportunity. Pleasant working conditions. WKRM, Columbia, Tennessee.

WPIK, Alexandria, Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter.

Announcer-engineer—voice more important than engineering ability, but must have first ticket. Permanent spot on staff of newspaper owned am-fm station. Large, stable organization. Located in heart of Indiana lake area. Low living costs, pleasant community. Apply by phone to William Mollenhour, WRSW, Warsaw, Indiana.

Want best country DJ-barn dance MC personality money can buy. Write Box 5585, Tucson, Arizona.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer wanted by large southern am-tv operation. Good pay for top man. Immediate. Send resume, photo and background. Box 355C, B•T.

Need radio engineer, with class license, who can do all radio maintenance, studio and transmitter, and work night shift. Good pay to right person. Contact Fred Hill, Chief Engineer, KTRE, Lufkin, Texas.

Transmitter engineer, experience not necessary. Will consider second or third class. Best conditions. State experience and salary. Write Manager, WCEC & WFMA, Rocky Mount, N. C.

WGVM, Greenville, Mississippi has opening for experienced chief engineer-announcer. Must be proficient in both fields. Salary open. Send full details immediately.

Experienced first class engineer-announcer openings at two stations. Also two experienced announcers. Good organization and good working conditions. Send full details and tape in your first letter. Address reply to Lester L. Gould, WJNC, Jacksonville, N. C.

Chief engineer-announcer immediately. Kilowatt daytime. Top pay. Send tape, resume. Paul Parker, WLAS, Jacksonville, N. C.

First class engineer-announcer for mountain transmitter-studio. Good salary plus board and room. Car necessary. Single man preferred. Five days on, two days off. Call Hank Wilson, WMIT, Charlotte, N. C.

First phone announcer, daytime 1 kw, $75.00 per week with chances for advancement. Immediate opening. Write or call WRIC, Richlands, Virginia.

Chief engineer-announcer—new kw indie, Clarksdale, Miss. Immediate opening, versatile, clean-cut young man, mid-south. Permanent position, excellent working conditions. Call John McLendon, 37830 Jackson, Miss.—46541, Clarksdale, Miss.

A MESSAGE TO SALESMEN

Do You Know?

There are three roads that lead to station management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Bosses' daughter.

If you have a successful sales record and "roads" two and three are not open to you, we would like to get acquainted. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know programming and the techniques of successful radio or TV air selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE AND STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 232C, B•T.

Experienced punch copywriter, capable of handling department in progressive midwestern market. Send resume and copy specimens to Box 240C, B•T.

Midwestern television station, requires experienced traffic manager. Apply Box 336C, B•T.

Copywriter for permanent position. Good pay and hours. Can train. KROX, Crookston, Minnesota.

Program director—assistant manager. New kw, Clarksdale, Miss. Southern—25-35—family—voice. Experienced all phases news-music-events operation. Top references. Excellent working conditions. Permanent position with progressive broadcaster. Immediate. Call John McLendon, 37830, Jackson, Miss.—46541, Clarksdale, Miss.

Situations Wanted

Managerial

Radio? you bet! Want a full-time manager? Strong on sales and ideas. Seven years experience, engineer, announcer, program and sales. 35, family. Presently employed as assistant manager. Will reply to any management proposition. Box 312C, B•T.

Station manager: 10 years radio. Young family man. References from two top stations. Seeks management opportunity. Not sales only. Box 314C, B•T.

General manager—thorough background administration, sales, programming, promotion. 21 years experience both single station and competitive markets, network and non-network operations. Excellent record, documented. Best national, local references. Medium or small eastern market preferred. Box 331C, B•T.

Experienced manager, assistant or commercial manager desires relocate Pittsburgh-western Pennsylvania area. Veteran, best references. Box 332C, B•T.

Just sold Florida 5 kw. Would invite inquiries, major market for general manager. Proven record. Preferably Ohio, Michigan, Indiana, Illinois. Would consider other territory. Have experienced sales staff ready to step in. Could make nominal investment. Box 340C, B•T.

Manager: 15 years experience—8 years management. Never a loser. Strong sales. Top references. Family. Prefer southeast. Future opportunity to invest necessary—or will lease. Box 341C, B•T.

Station manager, fully experienced, small media markets, first engineer. Immediate reply. Box 342C, B•T.

Manager—experienced in sales, engineering, programming. Young, good all-around man. Box 343C, B•T.

Manager, twenty years . . . dependable . . efficient . . for management . . sales direction . . sales promotion. Box 344C, B•T.

Manager-salesman available now. Eight years experience in small Carolina market. Strong on sales, programming. Can operate economically, efficiently, profitably. Civic minded, family man, sober, honest. Best references. Box 345C, B•T.

Business poor? Reason must be within your personnel. Avail your station of a manager with 19 years experience and a successful record for developing profits. Come highly recommended. Available for radio or tv. Box 361C, B•T.

Salesmen

Experienced salesman with announcing training desires permanent position. Married. Box 304C, B•T.

Salesman: No high-pressure just steady sales hard-worker, sober, family and church man, middle age. Desire permanent work with small clean operation. Some announcing, programming, and managerial experience with third ticket. Box 305C, B•T.

Account executive, 50,000 watt midwestern radio station eager to return home area central-eastern Pennsylvania with progressive, sales-minded radio, radio-tv station. Married, 47, broad experience sales, sales promotion, advertising, all media. Impressive sales record. References aplenty. Available 30 days. Welcome personal interview Johnstown, Harrisburg, Lancaster, Philadelphia area, week of August 14th-20th. Box 349C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer—1st phone. Some selling. Want opportunity really learn sales. Box 205C, B•T.

Country-western DJ-musician for top promotion-minded station. No character. Ten years experience, recently tv. Presently employed staff. Available Sept. Let's correspond now. Ohio, anywhere. Box 241C, B•T.

Desire position in New England or New York. Over two years announcer-program director—successful deejay, some television, good references, single, military service, college degree. Box 250C, B•T.

DJ-announcer. 17 months experience. Presently employed. Available in September. Box 251C, B•T.

Experienced staff announcer, married, 2 children, interested relocating permanent position, radio or tv. Preferably north. Box 260C, B•T.

Announcer—good copywriter; news, commercials, DJ, college. Professionally trained. Experience light. Will travel. Box 277C, B•T.

Announcer: Two years experience 1000 watt independent. Good news delivery, DJ, can operate control board. Draft exempt. Box 316C, B•T.

Announcer—tops in news—sports-special events—commercials. Excellent background—experienced—can secure and hold listeners. Box 317C, B•T.

Solid five year radio background. Want midwest as announcer, program director, possibly manager. Box 319C, B•T.

Top sportscaster, 8½ years experience in sports-conscious cities like Peoria, Omaha, and Houston, 1300 play-by-play broadcasts, baseball, football, basketball, boxing. Two seasons announcing Texas League games. Desires connection with station carrying solid schedule of baseball, football, basketball. 32, family man, top references. Available September fifteenth. Box 322C, B•T.

America's newest sports personality. Available September. Excellent references. Box 325C, B•T.

Minnesota—family man, 33, B.A., radio speech, general experience, desires opportunity to develop news reporting. Box 328C, B•T.

22 year old man, radio school graduate, desires position on small station. Available immediately. Tape, photo, resume upon request. Box 330C, B•T.

Staff, play-by-play, news. Presently employed. Married. Eight years experience. Box 335C, B•T.

Strong news, good commercial-sports-classical shows—will sell. Experienced, desire New England region. Tape, resume. Box 338C, B•T.

Announcer-DJ. Tux will travel. One year experience. Top references. Know all phases. Married. Box 346C, B•T.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teenage appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J., Bernardsville 8-0538.

Western states—announcer—engineer, or combo with sales, first phone, available Sept. first. Write Dale Leitzman, 4509 Franklin Road, Lawrence, Ind. Call Indianapolis, Cherry 9434.

Announcer-staff, strong news, excellent commercials, good disc jockey, light experience, dependable, married, veteran, will travel, tape. Paul Phillips, 132-18 87 Street, Ozone Park 17, New York, Virginia 5-8335.

Attention 250 watters; staff announcer, experienced, will travel, good voice, 3rd class ticket, contact Allen Richards, 67-40 110th St., Forest Hills, L. I., N. Y. Call BO 8-2510.

Personable deejay, 25, married. Knows music, thorough sports background, smooth commercials. First phone. Art Tidey, 2524 Tilden, Los Angeles, California.

Sports-staff announcer, five years play-by-play experience. Looking for good opportunity in fall season. Presently employed. Tape, resume, on request. Mike Wynn, Box 701, Logan, West Virginia.

One man radio and tv show: Network quality. Nationally known country-western recording artist with ten years experience in radio and five in television daily shows, singing with guitar, disc jockey, tv children shows. Elaborate wardrobe and library. Sober, dependable. References. P. O. Box # 35—Nashville, Tenn.

Morning man, top voice, salesman, available now, anywhere. Telephone 705-W, Morganton, N. C.

RADIO

Situations Wanted—(Cont'd)

Radio school graduate. Small amount of commercial experience as staff announcer and copywriter. Want to learn! Vet. Will relocate anywhere! Tape and photo on request. Apt. 204, 1150 N. Lake Shore Drive, Chicago.

Technical

Diversified electronic experience. Fifteen years broadcasting. Equipment design, installation, maintenance. Married. Reliable. Radio amateur. Employed, southwest. Want chief engineer position, smaller community. Box 309C, B•T.

Engineer, experienced first phone, ham ticket, no announcing, southeast preferred. Box 326C, B•T.

1st phone, 3 years, experience in N. Y. State and N. Y. C. Available Sept. 1st. Box 337C, B•T.

1st phone license, experienced in am and tv, good references, car. Box 350C, B•T.

Production-Programming, Others

Continuity man—six years experience radio-tv, mostly copy, some deejay, tv production, direction, AB, single. Available September 5. Prefer south. Box 185C, B•T.

Program director—with idea$, idea$, idea$, idea$ for radio and/or tv. 10 years radio, some tv. Well recommended. Ex-service, married, family on way. Let me roll up my sleeves and work with you. Box 283C, B•T.

Creative young writer with ambitious ideas desires experience. College: Journalism, all facets of tv. Salary no object. Box 310C, B•T.

Program director: 10 years experience. Top eastern and midwest reputation. Network calibre announcing and production. Profitable independent ideas. Metropolitan only. Box 313C, B•T.

News director with experience, know-how, education. Three years newspaper, 4 years public relations, 8 years radio-tv. Know news. Experienced reporter, writer, and broadcaster with forceful mike and camera delivery. 50 kw background in major market. Reliable and able to assume responsibility. College degree, family, age 30. Want tape? Complete resume? Personal interview? Just write Box 320C, B•T.

News director. Seven years one man radio news department. Mature-capable-authoritative delivery. Seek bigger market—larger radio-tv news staff. Excellent references. Answer only if can top $125 weekly salary, please. Box 324C, B•T.

Experienced program director-announcer, looking for: Opportunity, larger market, free reign in programming, complete management cooperation. All replies answered. Box 334C, B•T.

Promoter promptings: Wear "creative" cap constantly . . . think on my feet . . write while I sleep . . . busy, busy, busy! All symptoms of a productive wordsmith, rigged for sales! This one comes complete with success stories and samples culled from a thorough advertising-promotion-publicity background in tv-radio-film-fashion. Box 339C, B•T.

Program-news director. Fourteen years experience. Cut back in personnel requires that manager find position for top-flight PD. Can do anything in radio. For details, contact the Manager, WCEN, Mount Pleasant, Michigan.

TELEVISION

Help Wanted

Managerial

Television commercial manager wanted in time for fall program planning, outstanding eastern outlet in active, growing market, full resume, photo, first letter. Box 348C, B•T.

Salesman

Salesman for top-flight am-tv operation in excellent southern market. This is a fine opportunity for the right man. Send resume, photo and background. Box 356C, B•T.

Sales—opening for experienced man to succeed retiring senior salesman with major account list. Oldest station in Indiana, WFBM-TV, Indianapolis. Send complete background, qualifications, photo to Don Menke.

TELEVISION

Help Wanted—(Cont'd)

Announcer

Wanted: Staff and news announcer for established vhf operation. 100 kw, NBC-TV affiliate. Consider radio announcer seeking tv opportunity. No telephone calls. Send audition tape or disc, recent photo, full details. KCEN-TV, Temple, Texas.

Technical

KTRE-TV, channel 9, Lufkin, Texas, needs two additional tv engineers who have had tv experience and are familiar with being utility men in a composit tv operation. Prefer those who want permanency and like a small city. Openings are immediate. Must have first class license. Contact Fred Hill, Chief Engineer, KTRE-TV, Lufkin, Texas.

Experienced, capable maintenance engineer qualified in all phases of high power vhf operation. Contact Chief Engineer, WJBF, Augusta, Ga.

Programming-Production, Others

Newsman with radio, tv experience, able to shoot film, write, appear on air. Long established 6-man news staff in busy midwest market. Broad general background preferred. Box 318C, B•T.

New vhf CBS affiliate in top southern market needs experienced sales-promotion-merchandising man. Starting salary about $90 per week. Exceptionally good future for right man. Prefer married, community interested type. No hot shots. Send complete resume and picture to Box 347C, B•T.

Director for top uhf southern station needed immediately. Good pay. Send resume, photo and background. Box 354C, B•T.

KTRE-TV, channel 9, Lufkin, Texas, has challenging tv job open to man who has good tv personality and can double as head of operations desk at our small satellite operation. Would direct some local shows and coordinate all the tv programming. Starting salary to be set according to ability. Prefer someone from southwest. This job open now. Call or wire Richman Lewin, Vice President and General Manager, KTRE-TV, Lufkin, Texas.

Situations Wanted

Salesmen

Ten years radio and television sales experience. Now top salesman vhf handling national and local business. Familiar all phases station operation. Middle aged, married, capable and dependable. Permanent position desired with reliable vhf or good radio station. Box 329C, B•T.

Announcers

Talented tv performer: **Strong on sports,** commercials, news, kid shows. College grad, age 26, 4 years radio, 1½ years vhf-TV. $90 minimum. Box 239C, B•T.

Experienced staff announcer, family, looking for right break—security. Solid background all phases, 3½ years radio, conservatory scholarship student, former show business personality, accomplished baritone. Interested combining singing with announcing, tv or radio. Be convinced with tape, personal interview. Box 259C, B•T.

Programming-Production, Others

Tv program director. Have been employed by two of the nation's largest tv operations 7 years in tv. Now working in small market. Would like to locate in metropolitan town. Best of references. Available August 15th. Box 261C, B•T.

Television personality: Talented, attractive young lady desires permanent position with vhf station. Four years experience in television, longer in radio. Experience includes cooking, children, fashion, interview and disc jockey shows. All types live commercials. Presently located midwest. Will relocate. Box 302C, B•T.

Vet, single, looking for permanent tv position in quality station. Interested in program production leading to directing. Box 327C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Tv producer-director, thoroughly experienced all phases programming, studio, remote, sporting events, desire relocation, 29, married. Box 362C, B•T.

Tv artist, long in experience and training. Set design, camera cards, slides, layout and all phases of tv art. Offer top references. Sandor Kiss, 422 Torrence Ct., Cincinnati 8, Ohio.

FOR SALE

Stations

For sale: 1000 watt eastern daytimer in excellent market. $40,000, terms can be arranged. Box 352C, B•T.

Mid-Gulf states 250 fulltime now earning small profit over manager's salary. Priced under $40,000; $15,000 down. Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive listings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas, as available. Ralph Erwin. Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Am and vhf, New England area, a good buy. Contact Edd Harris, Ware, Mass. Phone Ware 431-M.

Equipment

2 RCA 70-A turntables with W.E. universal pickups and filter units, 1-Robinson turntable with universal W.E. pickup and filter unit, 1 Rek-O-Kut with R.M.C. universal pickup and filter. Box 303C, B•T.

RCA amplifiers. Daven portable V.U. meter. Few jack strips and patch cords. Write for complete list. Box 307C, B•T.

Complete uhf station equipment including 12.5 kw transmitter and pylon antenna, monitors, switcher, audio console, film chain, studio camera chain, lighting, and all other related items. WJTV, Box 8187, Jackson, Miss.

General communications consolette, 8-channel with 3 pre-amps—program and monitor-plug in amps—and 6 remotes. Small and compact. Less than two years old. Ideal for small station or tv control. Contact WPEO, Peoria, Illinois.

For sale: Presto Model Y disc recorder. Good as new. $310. WTCO, Campbellsville, Kentucky.

For sale: Gates BCA 250 broadcast transmitter used 10 hours for field test. Thousand dollars or best offer—F.O.B., Glens Falls. Martin Karig, WWSC, Glens Falls, N. Y.

Used W.E. high efficiency 405-B-1 5 kw transmitter in excellent condition with spares. W. O'rr Cozzens, Intermountain Network, 146 South Main St., Salt Lake City 1, Utah.

Complete tape-disc recording system—16" custom Presto disc recorder—model 900 Presto tape recorder—16" turntable-microphones—all accessories. This equipment in A-1 condition. Everything necessary to record professionally on tape or disc. Rock bottom price, $2,200.00 complete F.O.B. our floor. Worth at least double. Write or call Warren R. Smith, Inc., 117 Fourth Avenue, Pittsburgh 22, Pa. EXpress 1-4410.

WANTED TO BUY

Stations

Experienced broadcaster desires am or tv station in western USA. All replies will be treated confidentially. This ad is not placed by a broker. Colorado, California, preferred, but will consider all western states. Reply Box 281C, B•T.

Georgia, 250 to 1 kw station. Have cash for down payment and can operate. Offer references. Box 290C, B•T.

Experienced radio man interested in acquiring small or medium market station. Prefer northeast. Must be showing a profit. Box 360C, B•T.

East Coast radio or radio-tv operation wanted in small to medium market. Consistent history of earnings showing growth potential essential. Write in confidence direct or through broker. Howard Reitzes, 1 West 58th Street, New York 19, N. Y.

Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Licensed broker. Box 811, Tulsa, Oklahoma.

Equipment

Wanted: Good used 5 or 10 kw, fm transmitter. State make, hours used, spare parts, whether antenna available and number bays, price. Box 257C, B•T.

Complete equipment wanted for 250w am. Advise condition, location and price. Box 291C, B•T.

GE limiting amplifier type BA-5-A. Will pay cash, or will trade in late model Gates S-38 limiter. Box 315C, B•T.

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

Wanted transmitter and complete equipment for 500 watt am station. H. W. Cassill, 400 Commercial Building, Sioux City, Iowa.

INSTRUCTION

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

STATION MANAGER

THAT'S WHAT YOU CAN EARN AS MANAGER OF OUR TOP RATED SPECIALIZED RADIO STATION LOCATED IN ONE OF THE SOUTH'S LARGEST CITIES

$10,000 to $18,000

Starting base is $10,000 plus a percentage and bonus which can earn you a realistic $18,000. Station currently operating in black but terrific potential not realized. Format beamed principally at large Negro population. Ratings and personalities are excellent. We want a manager who can handle and develop hard hitting, aggressive sales staff. Position is open now. Write giving full history. Application treated in confidence.

Box 300C, B•T.

P. S.: We can also use a good salesman at $6,000 to start.

RADIO

Help Wanted

Salesmen

RADIO ADVERTISING SALESMAN

If you can sell high-rated independent in competition with slipping network stations; if you're sober, willing to make the calls and service your accounts; if you want a job that pays what you're worth and are willing to name your own price by showing us, then we want you. Send details and references to

Box 363C, B•T.

Situations Wanted

Managerial

Attention West Coast!

20-year veteran midwest Radio-TV Manager yearns to return to the West. There to apply know-how in sales, programming, production, film-buying etc. in medium market. 44, well-known broadcaster and TV executive. 12 years with present station. What have you?

Box 301C, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

HOME ECONOMIST
and
FARM EDITOR
NEEDED IMMEDIATELY

AT WXEX, PETERSBURG, VIRGINIA'S TOP POWER, REGIONAL VHF STATION

These are both top-flight positions with a top-flight organization. Applicants should be mature and have experience. Send full resume, photo and educational background.

FOR SALE

Equipment

ATT.—SALES MANAGERS

FOR SALE

ZINK'S SUPER MARKET radio program materials. 1st prize winner in RAB's nation-wide "Radio Gets Results" Contest, food store category. Complete details, format, tape, only $10. First come, first served. Send check to WSLM, Salem, Ind.

FOR THE RECORD

(Continued from page 98)

fm broadcast station.

WTJS-FM Jackson, Tenn.—Granted license covering changes in licensed fm station.

WSON-FM Henderson, Ky.—Granted mod. of license to change studio location (same city).

WEJL (FM) Scranton, Pa.—Granted request to cancel license of fm station.

KRRV Sherman, Tex.—Granted cp to erect two new towers and make changes in DA system.

KBPS Portland, Oreg.—Granted mod. of license to change specified hours of operation from 10 a.m. to 10 p.m., PST to 9 a.m. to 9 p.m., PST, Monday through Friday each week.

WGBS-TV Miami, Fla.—Granted mod. of cp to change ERP to visual 186 kw, aural 93.3 kw, install non-directional antenna system and make other equipment changes; antenna 920 ft.

KIVA Yuma, Ariz.—Granted mod. of cp to change studio location (same as trans. site) and waived sec. 3.613 of the rules.

WFBF Fernandina Beach, Fla.—Granted mod. of cp for change in antenna-trans. location, changes in antenna (decrease in height).

The following were granted extensions of completion dates as shown: WCPO-TV Cincinnati, Ohio, to 2-2-56; WCKG New Orleans, La., to 1-16-56; WUSN-TV Charleston, S. C., to 2-17-56; WAGA-TV Atlanta, Ga., to 2-10-56; KTBC-TV Austin, Tex., to 2-10-56; KPOO San Francisco, Calif., to 2-21-56, conditions; WCAR Pontiac, Mich., to 2-11-56; WMVA Martinsville, Va., to 11-15-55, condition; WCAR-FM Pontiac, Mich., to 2-1-56; WTAM-FM Cleveland, Ohio, to 10-22-55.

KCID Caldwell, Idaho—Granted authority to operate trans. by remote control.

Actions of July 20

WCBS-TV New York, N. Y.—Granted license covering changes in facilities.

WBNS-TV Columbus, Ohio—Granted license covering changes in facilities.

KATV (TV) Pine Bluff, Ark.—Granted cp for changes in facilities of tv station to change ERP to visual 316 kw, aural 158 kw. Antenna 1010 ft.

WTTW (TV) Chicago, Ill.—Granted mod. of cp of educational tv to change ERP to visual 56.2 kw, aural 28.2 kw, change trans. and studio location, change type antenna and make other equipment change; antenna 590 ft.

WTVW (TV) Milwaukee, Wis.—Granted mod. of cp to change studio location and make antenna and other equipment changes; ERP: visual 316 kw, aural 158 kw; antenna 1000 ft.

The following were granted extensions of completion dates as shown: KTIX Seattle, Wash., to 10-10-55; WOOD-TV Grand Rapids, Mich., to 1-21-56.

The following stations were granted authority to operate trans. by remote control: WSAU Wausau, Wis.; KGAK Gallup, N. Mex.

Actions of July 19

KLTF Little Falls, Minn.—Granted permission to sign-off at 7 p.m., April through August.

NBC New York, N. Y.—Granted extension of authority to transmit programs to stations CBL and CBM and other stations under the control of the Canadian Bcstg. Corp., for period 9-15-55 to 9-15-56.

KWBX Washington, Iowa—Granted request for cancellation of cp and deletion of call letters of am broadcast station, effective July 15, 1955.

The following were granted extensions of completion dates as shown: KUTV (TV) Salt Lake City, Utah, to 2-18-56; WSAZ-TV Huntington, W. Va., to 2-1-56; WGSA Ephrata, Pa., to 8-5-55, condition; WPCO Mt. Vernon, Ind., to 9-1-55, condition; WJLD Homewood, Ala., to 1-16-56; WCAR Detroit, Mich., to 2-11-56, conditions.

KWFT-TV Wichita Falls, Tex.—Granted mod. of cp to change ERP to visual 100 kw, aural 50 kw, change type trans. and antenna; antenna 450 ft.

FOR SALE—(Cont'd)

100 KW ERP HIGH BAND TV TRANSMITTING PLANT FOR SALE

Now operating on Channel 7—Available in October.

20 KW Amplifier, G.E. Type TF-4-A
5 KW Transmitter, DuMont Series 8000
5 KW RCA Diplexer
6 Bay Antenna, RCA Type 6A1
500' Guyed Stainless Tower, triangular 6' side
1000' 3⅛" Steatite Line, Andrew Type 452

Write to Box 293C, B•T for details

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Actions of July 18

KNXT (TV) Los Angeles, Calif.—Granted license covering reinstatement of cp for new commercial tv station: ERP visual 46.8 kw, aural 23.4 kw (ch. 2).

The following were granted extensions of completion dates as shown: WENS (TV) Pittsburgh, Pa., to 2-9-56; WCBF Rochester, N. Y., to 2-10-56; KXYZ-TV Houston, Tex., to 1-16-56; WKAR-TV East Lansing, Mich., to 2-15-56; WKJG-TV Fort Wayne, Ind., to 1-21-56; WROW-TV Albany, N. Y., to 2-15-56; KTAG-TV Lake Charles, La., to 2-17-56; KOMU-TV Columbia, Mo., to 2-15-56; WERE-TV Cleveland, Ohio, to 1-16-56.

The following stations were granted authority to operate transmitters by remote control: WMIX Mt. Vernon, Ill.; WKTM Mayfield, Ky.; KSDN Aberdeen, S. Dak., while using non-directional antenna; KHCD Clifton, Ariz.; WORL Boston, Mass.; WPDX Clarksburg, W. Va.

KOMO-TV Seattle, Wash.—Granted license for tv station and to make change in description of trans. location, change name to Fisher's Television Co. (ch. 4); ERP: visual 100 kw, aural 50 kw; antenna 810 ft.

WBNS-TV Columbus, Ohio—Granted mod. of cp to change ERP to visual 219 kw, aural 123 kw and make minor equipment changes.

Actions of July 15

WMIX-FM Mt. Vernon, Ill.—Granted authority to operate trans. by remote control.

July 26 Applications

ACCEPTED FOR FILING

Modification of Cp

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (as mod. which authorized DA night only, change studio and trans. locations) for extension of completion date.

WJUN Mexico, Pa.—Seeks mod. of cp (which authorized new station) to change name of permittee to Lewistown Bcstg. Co. tr/as Juniata-Perry Bcstg. Co.

WTAM-FM Cleveland, Ohio—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KPRC-TV Houston, Tex.—Seeks mod. of cp to extend completion date to 11-1-55.

License to Cover Cp

WRIV Riverhead, N.Y.—Seeks license to cover cp which authorized new am station.

WCDL Carbondale, Pa.—Seeks license to cover cp which authorized change antenna-trans. location and cancel remote control authority.

KBEC Waxahachie, Tex.—Seeks license to cover cp which authorized new am station.

KHFM (FM) Albuquerque, N. M.—Seeks license to cover cp (which replaced expired permit) which authorized new fm station.

WHP-FM Harrisburg, Pa.—Seeks license to cover cp (as mod. which authorized new fm station).

Renewal of License

WALM Albion, Mich.; WHRV Ann Arbor, Mich.; WJR Detroit, Mich.; WTAC Flint, Mich.; WFUR Grand Rapids, Mich.; WHDF Houghton, Mich.; WKNX Saginaw, Mich.; WATG Ashland, Ohio; WCPO Cincinnati, Ohio; WJW Cleveland, Ohio; WTAM Cleveland, Ohio; WBNS Columbus, Ohio; WEOL Elyria, Ohio; WMOH Hamilton, Ohio; WCHO Washington Court House, Ohio; WPKO Waverly, Ohio; WRFD Worthington, Ohio.

Subsidiary Communications Authorization

WWMT (FM) New Orleans, La.; KHFM (FM) Albuquerque, N.M.

FCC Correction

Subsidiary Communications Authorization
WWDC-FM Silver Spring, Md.

July 27 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Loyola U. The Times Picayune Pub. Co., James A. Noe & Co., New Orleans, La.—Granted petition of Noe for extension of time to and including Aug. 15 to file exceptions to initial decision re ch. 4; and petition of *Times-Picayune* for extension to Sept. 1 to file reply briefs; dismissed as moot petition of Loyola for extension of time to Aug. 6 to file exception.

James R. Reese, Jr. Chambersburg, Pa.—Granted petition for extension of time to Aug. 1 to file opposition to petition for enlargement of issues filed by Balto. Bcstg. Corp., re proceeding for new am stations.

Indianapolis Bcstg. Inc., WIBC Inc., Mid-West TV Corp., Indianapolis, Ind.—Granted joint petition of Indianapolis Bcstg. WIBC Inc. and Crosley, for extension of time to Aug. 10 to file

exceptions to initial decision re ch. 13, and Aug. 31 to file replies to said exceptions. Action of 7/25.

By Chief Hearing Examiner

James D. Cunningham

R. E. Hughes Arcadia, Fla.—Granted petition to dismiss without prejudice application for am facilities.

By Hearing Examiner Elizabeth C. Smith

Camden Radio, Inc. Camden, Ark.—Granted motion for extension of time from Aug. 1 to Aug. 15 to file proposed findings re application of KPLN Camden, Ark., for assignment of cp; and time to file replies was extended to Aug. 25.

By Hearing Examiner Hugh B. Hutchison

Ponce De Leon Bcstg. Co., Inc. of P. R. Mayaguez, P. R.—Granted motion for continuance of hearing from July 29 to Sept. 16 re applications for ch. 3.

By Hearing Examiner Annie Neal Huntting

KVOZ, et al Border Bcstrs, Inc. Laredo Texas—Scheduled further hearing for July 28 re applications for am facilities.

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for regular period:

WKYW Louisville, Ky.; WLAC Nashville, Tenn.; WMIK Middlesboro, Ky.; WRGS Rogersville, Tenn.; WVLK Lexington, Ky.; WFMW-AM-FM Madisonville, Ky; WHBQ Memphis, Tenn.; WIKY-AM-FM Evansville, Ind.; KWEM Memphis, Tenn.; WBIW Bedford, Ind.; WCTT Corbin, Ky.; WHIR Danville, Ky.; WKAM Goshen, Ind.; WLCK Campbellsville, Ky.; WLRP New Albany, Ind.; WNGO Mayfield, Ky.; WOKE Oak Ridge, Tenn.; WHCI Hartfold City, Ind.; WASK Lafayette, Ind.; WSOK-FM Nashville, Tenn.; WMOZ Mobile, Ala.; WSMB New Orleans, La.; KXLR No. Little Rock, Ark.; WOKJ Jackson, Miss.; KJOE Shreveport, La.; KVSA McGehee, Ark.; WBCO Bessemer, Ala.; WMEN Tallahassee, Fla.; WRDW Augusta, Ga.; WBBS (FM) Crawfordsville, Ind.; KWFC Hot Springs, Ark.

July 27 Applications

Accepted for Filing

Renewal of License

WKNK Muskegon, Mich.; WHOK Lancaster, Ohio; WAGC Chattanooga, Tenn., (amended to change name from Tennessee Valley Bcstg. Co. to WAGC Bcstg. Co.); WFUL-FM Fulton, Ky.

Remote Control

WEMR Emporium, Pa.; KDMS El Dorado, Ark.

License to Cover Cp

WRBL-FM Columbus, Ga.—Seeks license to cover cp (which authorized changes in licensed station).

WTRX-FM Belleaire, Ohio—Seeks license to cover cp (which authorized changes in licensed station).

KBES-TV Medford, Ore.—Seeks license to cover cp which authorized new tv station.

WBAP-TV Ft. Worth, Tex.—Seeks license to cover cp which authorized changes in existing tv station.

Modification of Cp

WBOP Pensacola, Fla.—Seeks mod. of cp (as mod., which authorized new am station) for extension of completion date.

WNOP-TV Newport, Ky.—Seeks mod. of cp to extend completion date to 2-25-56.

WIRI (TV) North Pole, N. Y.—Seeks mod. of cp to extend completion date to 2-26-56.

KBMT (TV) Beaumont, Tex.—Seeks mod. of cp to extend completion date to 2-25-56.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp to extend completion date to 10-15-55.

WTIQ (TV) Munford, Ala.—Seeks mod. of cp to extend completon date to 11-23-55.

WTVY (TV) Dothan, Ala.—Seeks mod. of cp to change corporate name from Ala-Fla-Ga Television Inc. to WTVY Inc.

Subsidiary Communications Authorization

KDFC (FM) Sausalito, Calif.

UPCOMING

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 20-21: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.
Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 4: RAB Clinic, Pittsburgh.
Oct. 5: RAB Clinic, Rochester, N. Y.
Oct. 6: RAB Clinic, Burlington, Vt.
Oct. 7: RAB Clinic, Boston.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 17: RAB Clinic, Milwaukee.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 18: RAB Clinic, Chicago.
Oct. 19: RAB Clinic, Detroit.
Oct. 20: RAB Clinic, Cleveland.
Oct. 21: RAB Clinic, New York.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.
Oct. 31: RAB Clinic, Indianapolis.
Oct. 31-Nov. 2: Assn. of National Advertisers Annual Meeting, Hotel Plaza, New York.

NOVEMBER

Nov. 1: RAB Clinic, Louisville, Ky.
Nov. 2: RAB Clinic, St. Louis.
Nov. 3: RAB Clinic, Memphis, Tenn.
Nov. 4: RAB Clinic, Knoxville, Tenn.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Omaha, Neb.
Nov. 16: RAB Clinic, Des Moines, Iowa.
Nov. 17: RAB Clinic, Kansas City.
Nov. 18: RAB Clinic, Wichita, Kan.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
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city *zone* *state*

Time to Get Realistic

ANOTHER session of Congress ends with a blank boxscore in television. There was no dearth of congressional talk, paper-shuffling, reports and counter-reports. But the first session of the 84th Congress ends just about where it started, with nothing tangible accomplished and with a lot of aimless talk about an "investigation" which, after a half-dozen postponements, will now begin "next January."

Meanwhile, the situation has worsened for many harassed stations—mainly uhf. The competitive picture in some important markets is no better. Yet the public, as a whole, doesn't seem to be complaining as much. Perhaps time has helped in some cases. In others, the distraught applicants or licensees have despaired of getting relief through legislation.

The Senate Commerce Committee, it appears, must start from scratch for the third time in about two years. It lost its first team of special counsel (Harry M. Plotkin and Robert F. Jones) early this year. Now Sidney Davis, the Democratic majority's second counsel, has resigned without ever examining a witness, not only because of ill-health but also the unrelenting opposition of the Republican minority. That's good or bad, depending upon one's viewpoint.

While the Senate committee grapples with its problems of personnel and organization, the FCC is trying to get underway with its phase of the tv "study"—that pertaining to networks and their influence upon the economic and competitive situation. It has appointed a four-man panel of its membership to steer this project. It has $80,000 to hire an outside staff and get a blue-print ready before Congress convenes next January. That budget, in these times, would hardly pay the salaries and the rent.

After these three years since the post-freeze licensing began, it should be evident that the piecemeal projects, the dawdling and the ad-hocing are getting nowhere. It should now be recognized that the big flaw in the Sixth Report on allocations was in intermixing uhf and vhf in the same markets.

Comr. Rosel H. Hyde has cautiously proposed that the FCC give recognition to economic considerations, and he suggests re-examination of the whole allocations policy, including the de-intermixture proposals. Comr. John C. Doerfer, obviously weary of self-serving plans dreamed up to cure purely localized situations, goes to the extreme of suggesting that big cities, like New York, be made exclusively uhf. However well-intentioned, his plan must be regarded as illusory, because the public's tremendous investment in vhf receivers in major markets could not be confiscated or even tampered with.

The condition is not one that will cure itself, even though public complaint appears to be diminishing. Affirmative action is needed by Congress or by the FCC, which are charged with the legislative responsibility. Allocations are a part of this legislative process, delegated by Congress to the FCC as an expert body.

If the determination at this stage is that uhf and vhf do not mix —that the uhfs inevitably will go under where there's vhf in the same market—then the job of the FCC is to unmix them. It should take steps where now possible to make predominantly vhf markets all vhf, and *vice versa* where uhf is involved. It should do the best it can with what it's got, realizing that the whole nation can't be given optimum tv service at once.

There should be no blind adherence to rigid engineering rules in seeking to accomplish this. But by the same token, letting down the bars to the point of disrupting existing service areas could be as fatal to tv as it has been to local and some regional service in am.

The FCC should adopt a realistic policy which would depart from the Sixth Report allocations to the extent of providing for new services of the same class—whether uhf or vhf—adequate to solve the competitive needs of the markets involved. There are uhf stations doing very well indeed because they are competing with uhfs only or with limited vhf opposition.

This would appear to be the immediate course—admittedly rough on some applicants or licensees. Later relief may come through provision of additional vhf channels acquired from the military. But in the interim, uhf service should become better established. The public doesn't care whether it's uhf or vhf so long as it gets the program service. And the advertiser is interested only in getting that public to look at his programs in such numbers as to make his "cost per thousand" pay out.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Get a few shots of a donkey, too . . . just in case the Democrats put in an equal time gripe!"

One-Sided Marriage

NEW evidence of the movement toward union of the television and motion picture industries can be seen almost daily, the most eye-catching thus far being General Teleradio's $25 million purchase of RKO Radio Pictures a fortnight ago [B•T, July 25; also see story this issue].

There are other, less spectacular signs of the long-looked-for marriage of the media. Some are ominous and foreboding. We speak now specifically of the cases where motion picture companies, thawing to the new medium, use it—or are permitted to use it, and indeed in many instances seem encouraged to do so—to promote their own product free of charge.

The *Colgate Variety Hour* of July 24, wherein Colgate money bought NBC-TV time and what amounted to a 60-minute commercial for a forthcoming Jack Webb movie, is only one example of such sophisticated parasitism. There are many instances, and the number seems to be growing, where the entertainment value of the Hollywood contribution, if that be the word, comes nowhere close to matching the worth of the time spent in building box-office.

It is a tribute to television's selling power that the motion picure companies capitalize on its hunger for names and glamor as much as they can. But broadcasters should realize that too often they are giving away time that should be paid for—by the companies that are using it to exploit themselves.

Television is being used more and more—on a paid basis—to promote motion pictures. That is as it should be: Value given for value received. If the thinly disguised free plugs were cut out, the pace of this healthy trend would increase. The marriage of tv and the movies will always have a point of incompatibility so long as tv's lot is all give and no get.

Muddled Mundt

THE momentary fame he experienced last year when presiding over the widely televised McCarthy-Army hearings apparently has left its mark on Sen. Karl E. Mundt (R-S. D.). The senator now regards himself as an authority who can tell tv newsmen how to run their business.

In last week's hearings of the Senate Investigating Subcommittee on the business operations of Air Secretary Harold E. Talbott, Sen. Mundt gratuitously offered some advice to television newsreel cameramen. If they did not present an "objective" account of the hearings, he told them, he might move to bar them.

It is not for Sen. Mundt or any other legislator to exclude or admit television cameramen to legitimate news events on the basis of whether or not the edited film coincided with his standards of objectivity. It would be as farcical for politicians to edit television as for politicians to edit newspapers.

We advise Sen. Mundt to concentrate his television interests on the not inconsiderable job of brushing up his own performance techniques. Let the producing and editing be done by professionals.

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aren't week ends wonderful?

Along with the week end comes WWJ's perfect package—"Music Over the Week End" and "Monitor."

Combining the proved sales strength of WWJ's well established "Music Over the Week End" with NBC's exciting new "Monitor," you can reach an audience of men and women whose minds are on the things they want for themselves—from frosted drinks to furniture.

Sales-minded advertisers are now using over 100 announcements every Saturday and Sunday on WWJ when three of the station's top disc-jockeys—Bob Maxwell, Ross Mulholland, and Shelby Newhouse—sell to week-ending Detroiters and suburbanites while they're relaxed and ready to listen.

Check up on special saturation discounts and plan to sell to Detroit during these wonderful week ends.

"MUSIC OVER THE WEEK END" Saturday and Sunday 12:15-2:00 P.M. 5:00-6:30 P.M.	"MONITOR"—all other times, with local news every hour.

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES
Associate Television Station WWJ-TV

WWJ AM FM

Basic NBC *NBC Affiliate*

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.